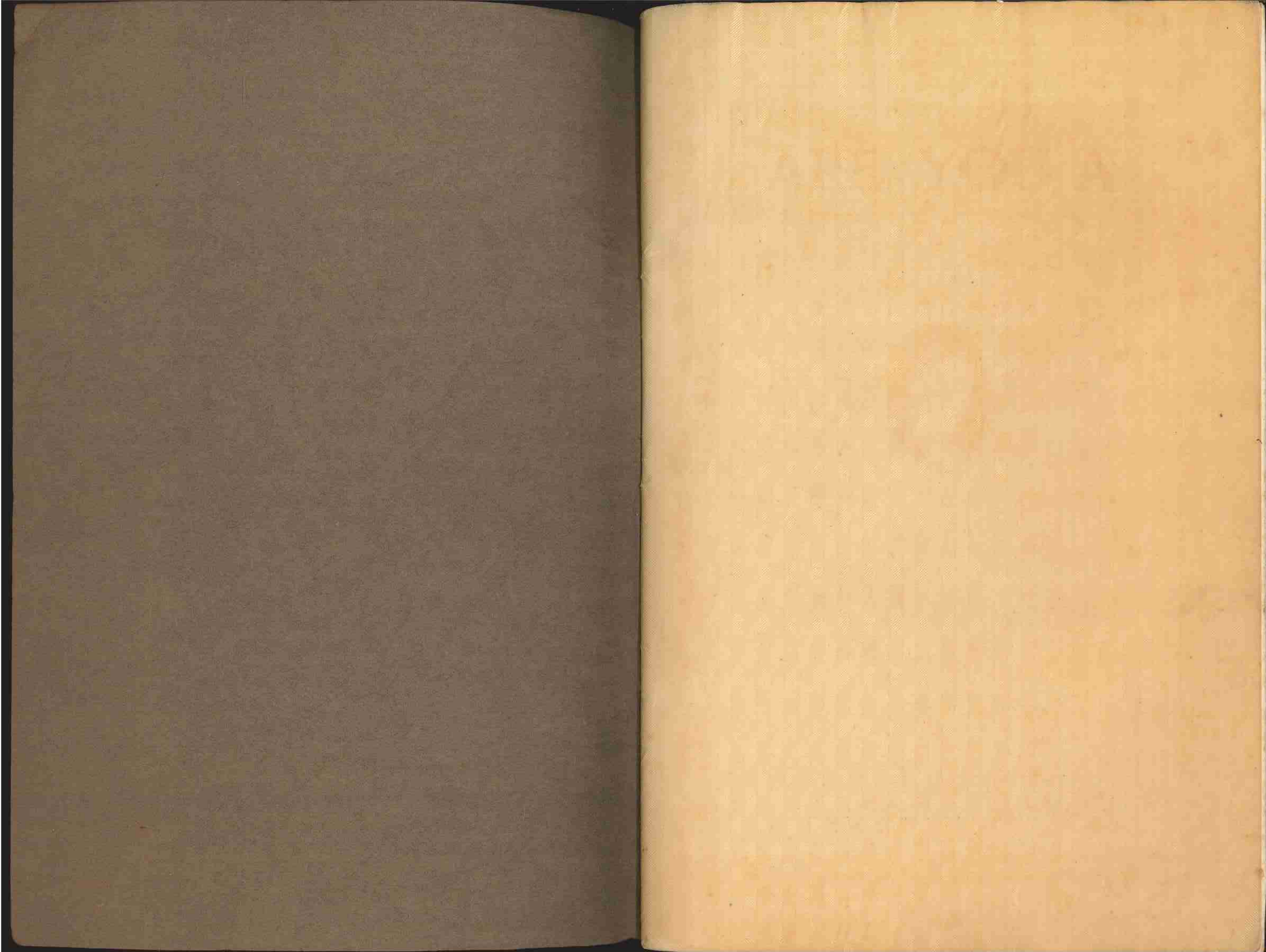
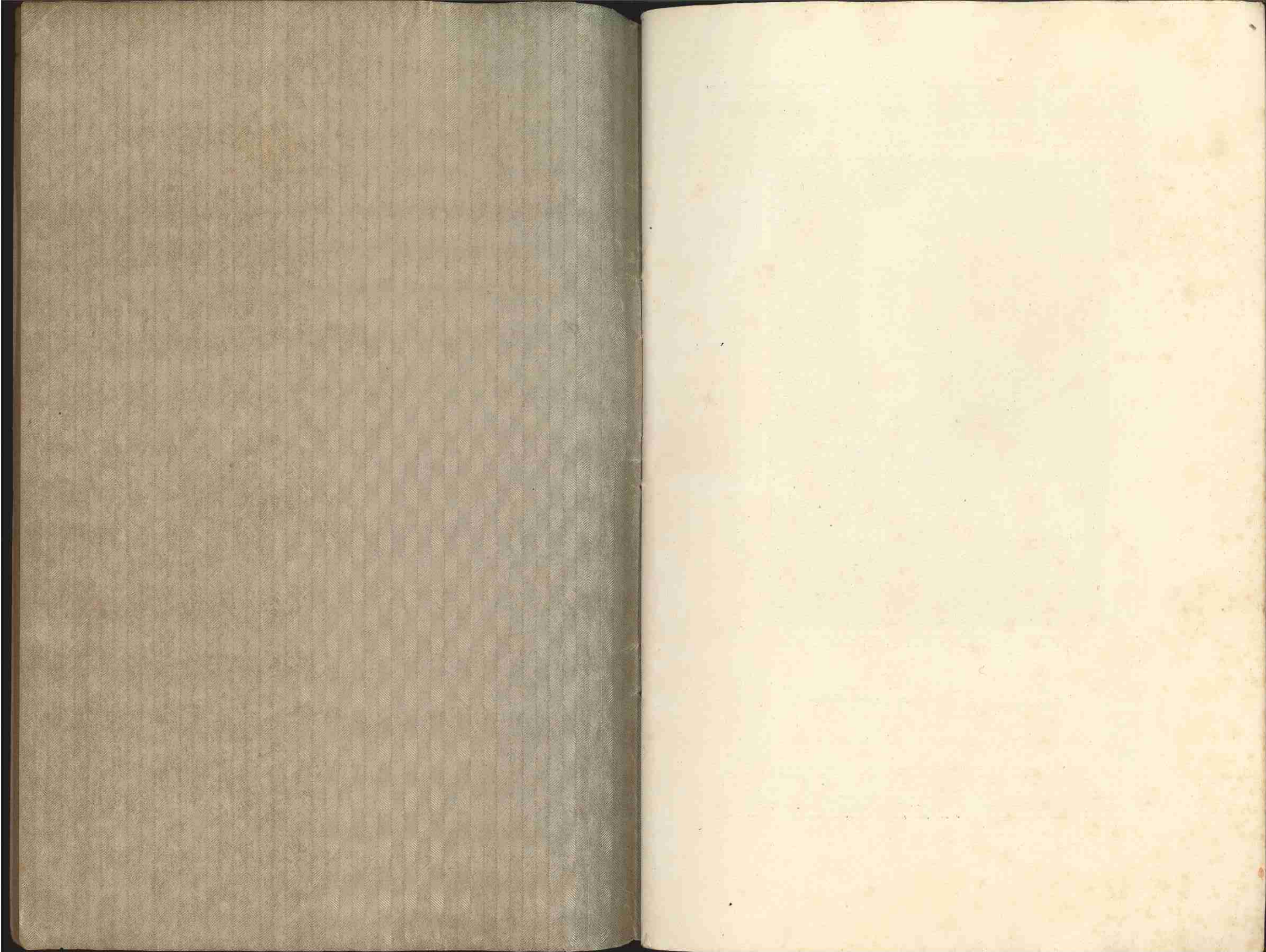


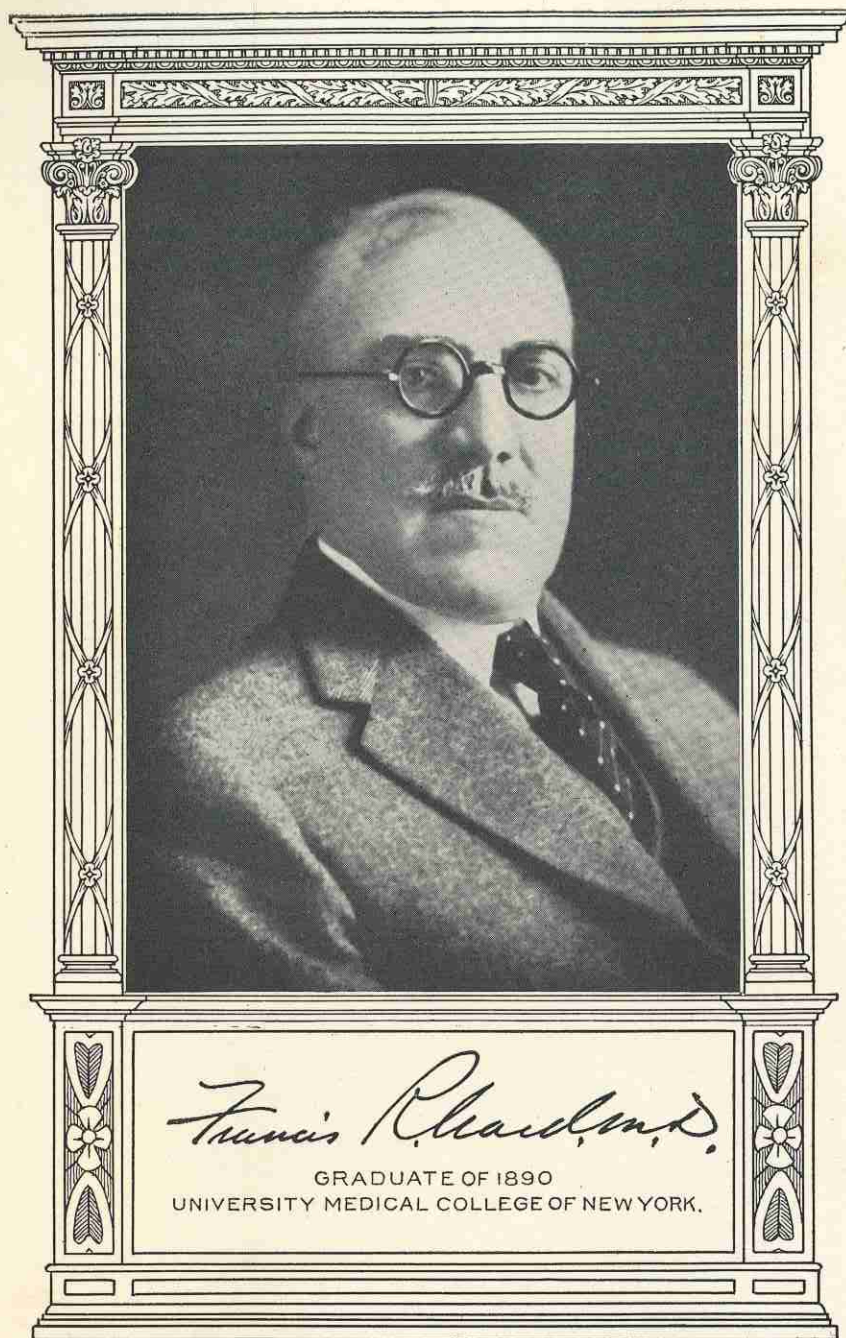


ARE YOU A
THINKER









Francis Richardson, M.D.

GRADUATE OF 1890
UNIVERSITY MEDICAL COLLEGE OF NEW YORK.

Are You A Thinker?

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F. R. WARD



241 Dr. Wards Offices,
230 West 72nd Street,
New York City.

Office Hours:—Monday, Wednesday, Thursday and
Saturday, 9 A. M. to 8 P. M. Tuesday and Friday,
9 A. M. to 1 P. M. Sunday, 9 A. M. to 12 Noon.

Are You A Thinker?

ARE you a Thinker?

If you are, health and happiness wait for you.

If you are not a Thinker, lay this book aside; it is not for you.

Having admitted you *are* a Thinker, ask yourself this question, do you think or do you merely think you think?

Do you follow your own thoughts and make your own decisions, or do you do as "he" directed and accept what "they" told you? In short, are you guided by precedent?

If you are a follower, you are not a Thinker.

In that case, very likely, health and hope for you are but memories.

Perhaps one of the most difficult tasks is to state a simple truth and have it accepted at its full value.

Often a plain statement of fact is very shocking.

Few people care to be shocked—much.

When you are ready for the truth, it is ready for you.

Are you ready?

If you are, I am going to feed you strong meat.

It may shock you—I hope it does if it makes you think.

Listen: Never was a doctor born who cured anything.

Never was a drug given that removed disease.

Nature cures. Doctors and drugs assist—or they should.

Alas! the history of medicine too often shows that physicians have hindered instead of having helped Nature.

Do you doubt?

Witness, then, in the Medical-Yesterdays, salivation, blood letting, water forbidden in burning fevers, no sunshine nor fresh air in the sick room, sash down, shade drawn, room dark, the air heavy, folks a tip-toe, whispering the query: "How is poor John this morning? Um—I

thought so; Aunt Mary had the same thing and she died and I expect John will, too,—” usually John did. Victim of precedent and evil suggestion.

Yes, my friend, Nature cures—if you permit.

This is the secret of my success. I have made a life study of Nature’s laws and I have mastered some of them. In successfully treating heretofore baffling chronic diseases, I simply place the patient in contact with Natural laws leading back to health, and Nature does the rest.

Are you a Thinker? In any event, I thank you for your attention.



To the Skeptic

THE Skeptic has our respect.

The Skeptic has a brain and uses it.

The Skeptic has ideas and makes use of them.

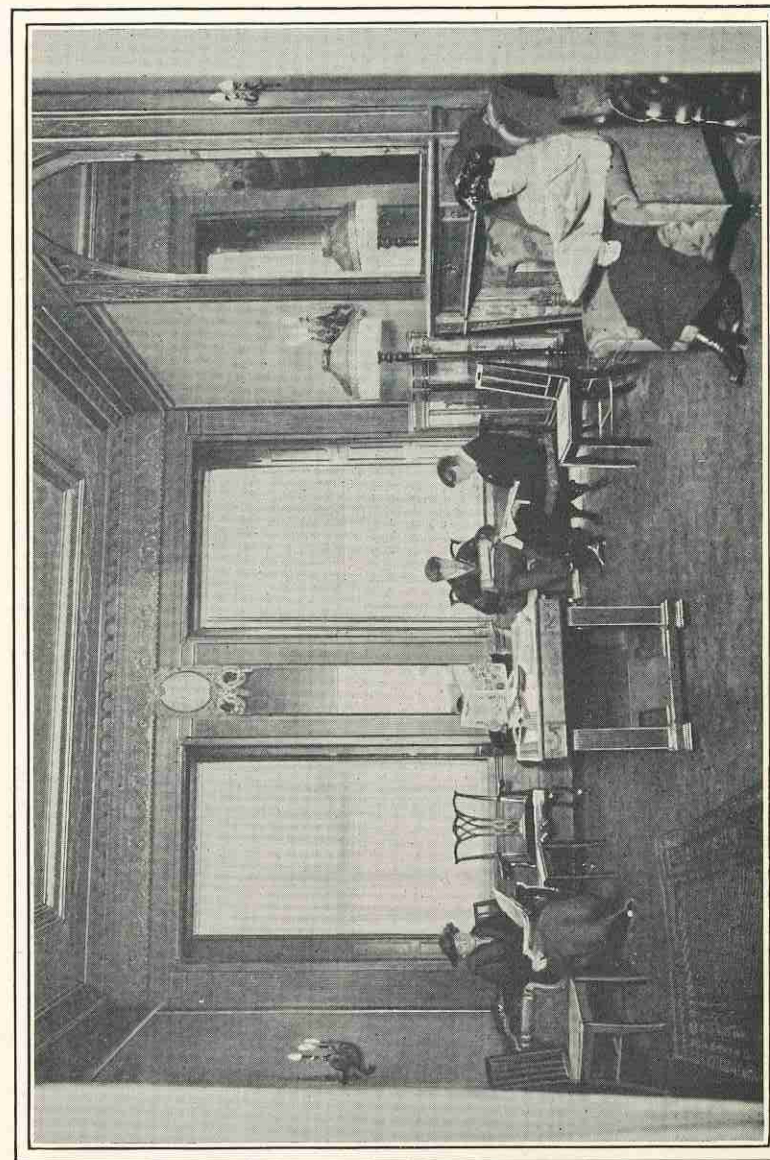
Unlike the weather vane, the skeptical mind is not sensitive to every passing current of air, be it hot (!) or cold.

For reasons such as these the Skeptic has our approval. If he is open to conviction the Skeptic has our admiration.

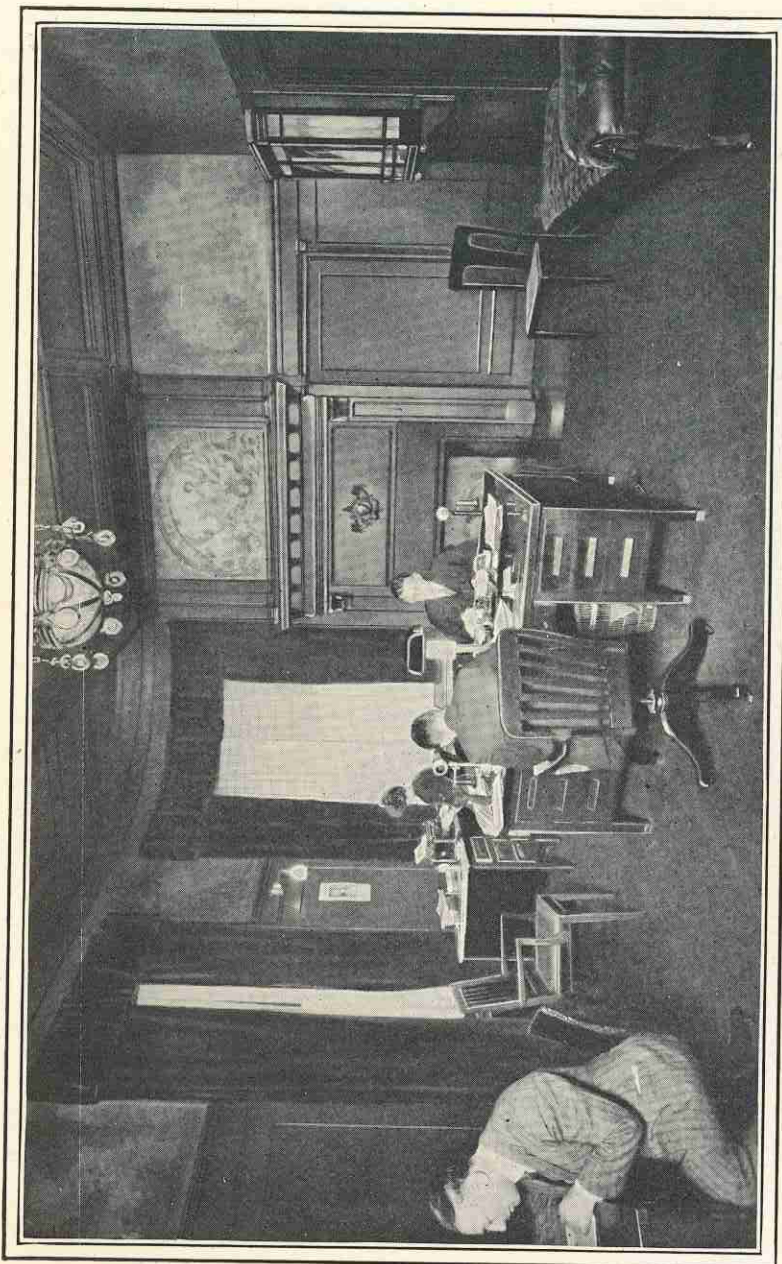
Once convinced, a skeptical mind “stays put.”

When you get the import of this paragraph, Mr. Skeptic, we shall be happy to have you call.

We believe that you will be pleasantly surprised at the thorough methods of examination and treatment used in our establishment,—“a sanitarium without beds.”



Reception Room



Office of the Manager

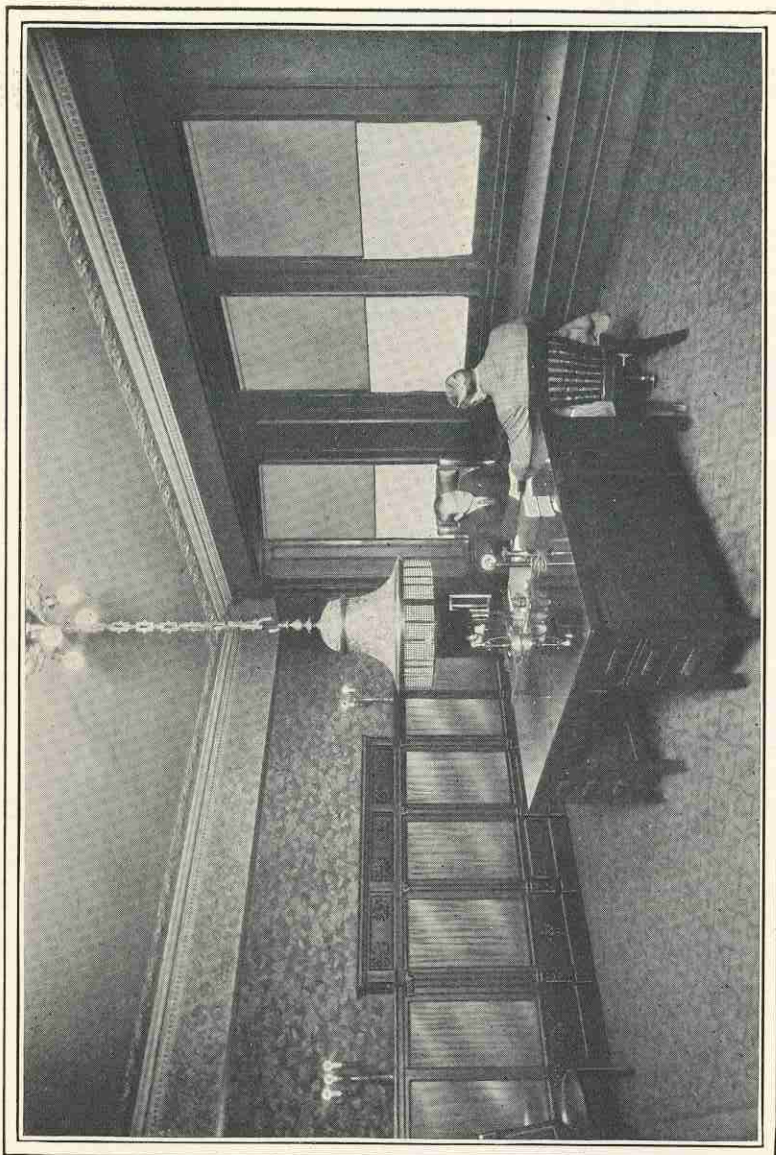
Progress

THROUGH the years Progress has been my motto. I do not claim to speak the last word in medicinal thought. I do not pretend that I have exhausted all that may be gained with Electro-Therapeutics.

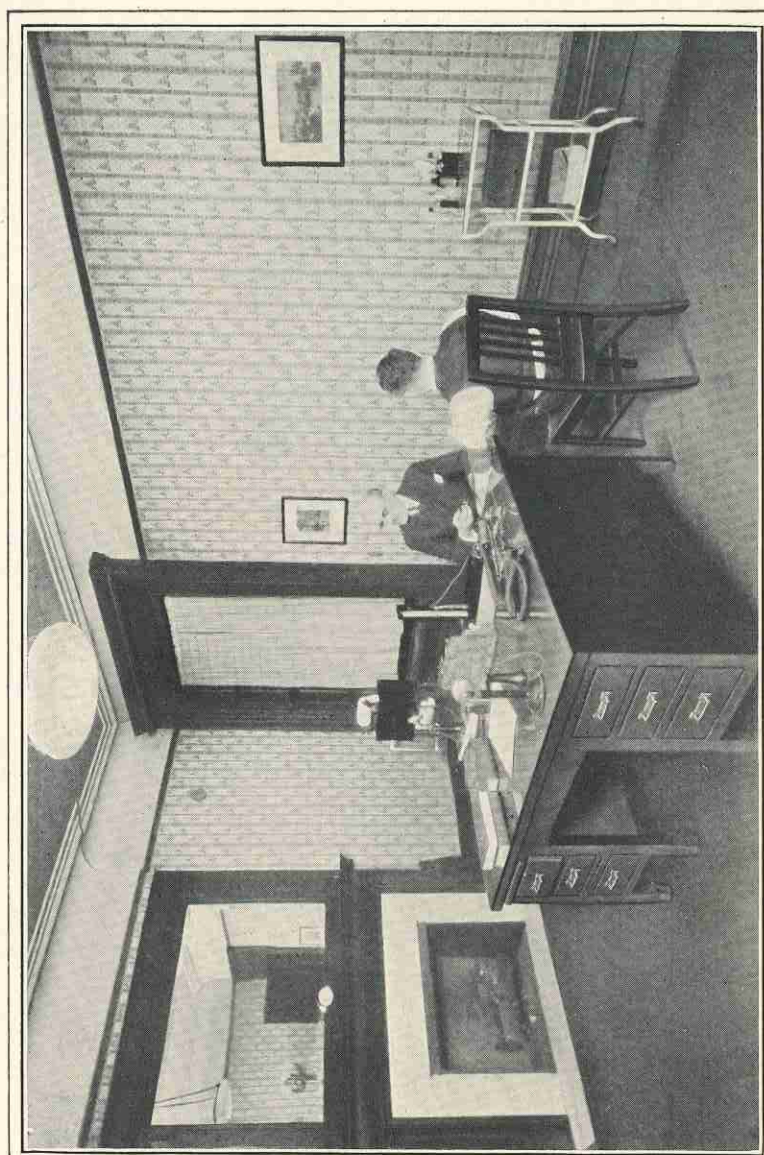
I simply plead for Natural Methods in treating disease, believing as I do in Nature's Ways and Nature's Laws.

If there be similarly equipped offices in this country I am unaware of it, and to-day, if any other form of treatment given anywhere, by anybody, equals the results obtained by my Natural Methods, I shall be very thankful to you for calling my attention to it, and to-morrow I will add that method to my present plan of treating chronic diseases.

Pursuing my investigation along original lines, I learned that one form of treatment would not do for all, and I was the first among Electro-Theraputists to do away with the old shock-treatment, where nerve and muscle were severely shocked by a low and powerful current.



Consultation Room



Examination Room

Why Pick on the Dogs?

“**T**HROW physic to the dogs,” says Wm. Shakespeare, and without apology to the immortal bard, Dr. Ward asks, “why pick on the dogs?”

Years ago, long before the various cults of drugless healers were in vogue, Francis Ward discovered, that Nature never intended man’s stomach should be converted into a drug store.

Highly abhorrent to Dr. Ward was the prevalent method of giving bitter drugs to stimulate a weakened stomach so that it might retain a heavy meal, thus necessitating the re-dosing of the victim with secretions from a dead hog’s stomach—pepsin ferments—to digest the engorged mass; and then, with this “human yeast pot” alive with fermentation and gas eructations from the approaching patient, reminding one of an on-coming locomotive, to follow this with more drugs, the big-driving physic! a blue mass pill or a compound cathartic to save the victim from an attack of apoplexy!

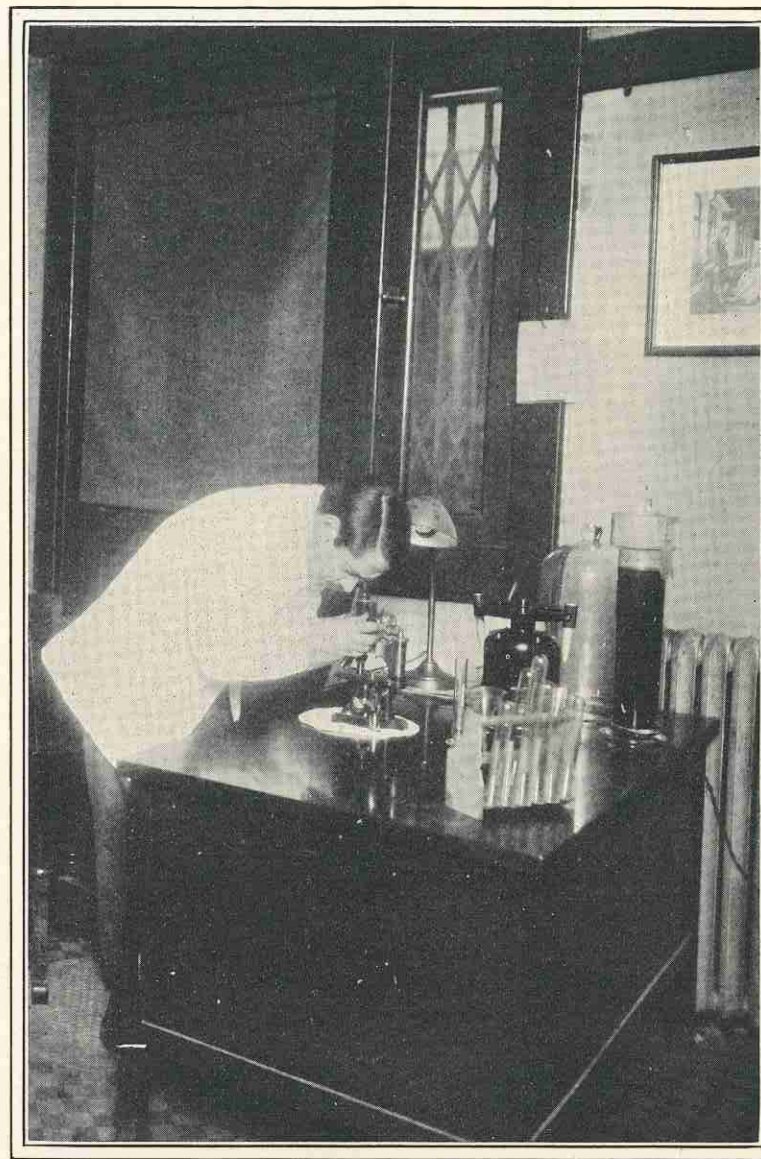
Do you wonder why Francis Ward said: “plague on’t! I’ll have none o’t.”

Realizing, as he did, why many folks grow ill and remain so, Dr. Ward became a crank on Natural Methods of treating human ills, and he blazed a way quite his own, but it worked and his cases got well.

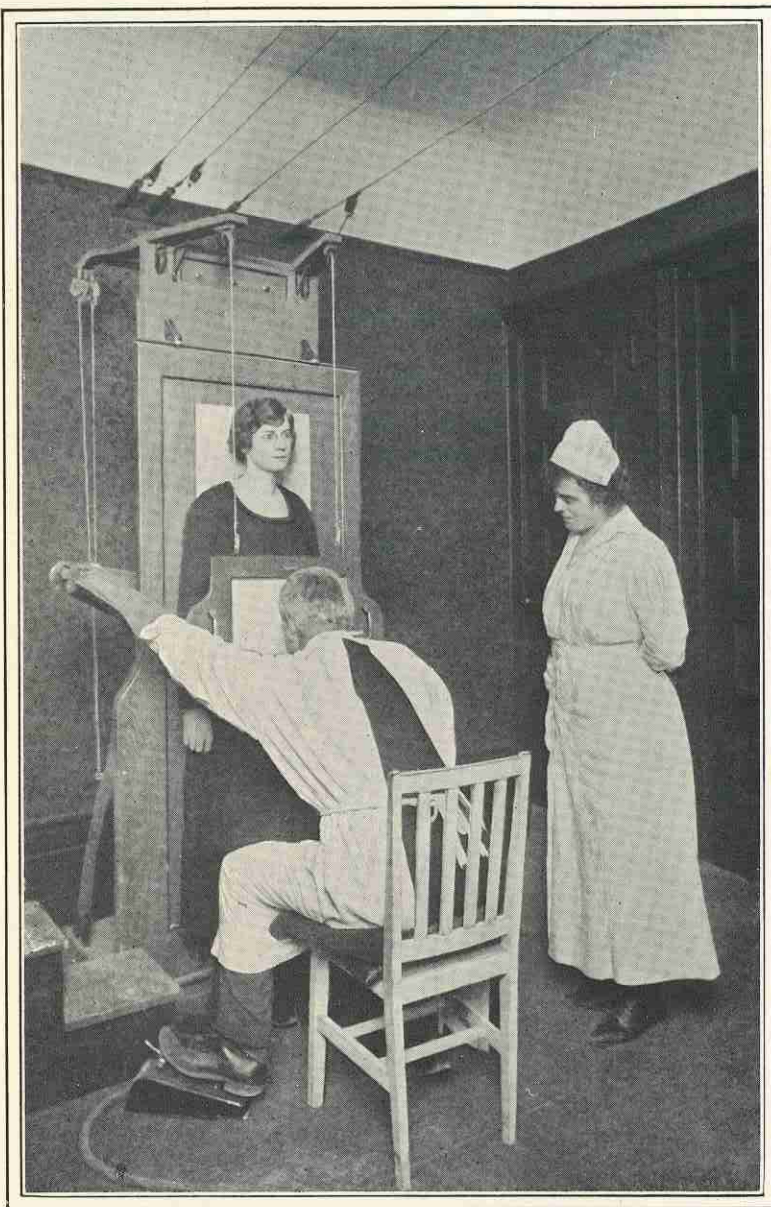
Dr. Ward’s Natural Methods of treating chronic diseases is driving pill boxes and medicine chests to their proper habitat—amongst the quiet cobwebbed garret.

Medicines? Bah!

As Dr. Ward Says, “Why pick on the dogs?”



Section of the Chemical and Pathological Laboratory



Making a Fluoroscopic X-Ray Examination

X-Ray and Physiological Examinations

DR. CABOT, a Harvard University professor, a text-book writer on the subject of diagnosis, has proven in post mortem tests in one thousand cases that doctor's diagnoses have been correct in only 53 per cent. of cases.

If you belong to the unfortunate 47 per cent., it will be to your interest to read this article.

It is not advisable to guess about stomach, liver or lung conditions, especially when these vital organs happen to belong to you.

The average doctor's office contains a stethoscope, some may have a sphygmomanometer, for testing blood pressure, but how few employ the important X-ray!

In lung conditions the X-ray detects consolidated areas, cavities, and tubercular conditions.

In stomach conditions it reveals dilated and dropped stomach, acidosis, ulcerated and cancerous trouble.

In heart diseases enlarged conditions are readily shown, malformations and aneurisms are outlined, so that by sounding a word of warning many lives may be saved.

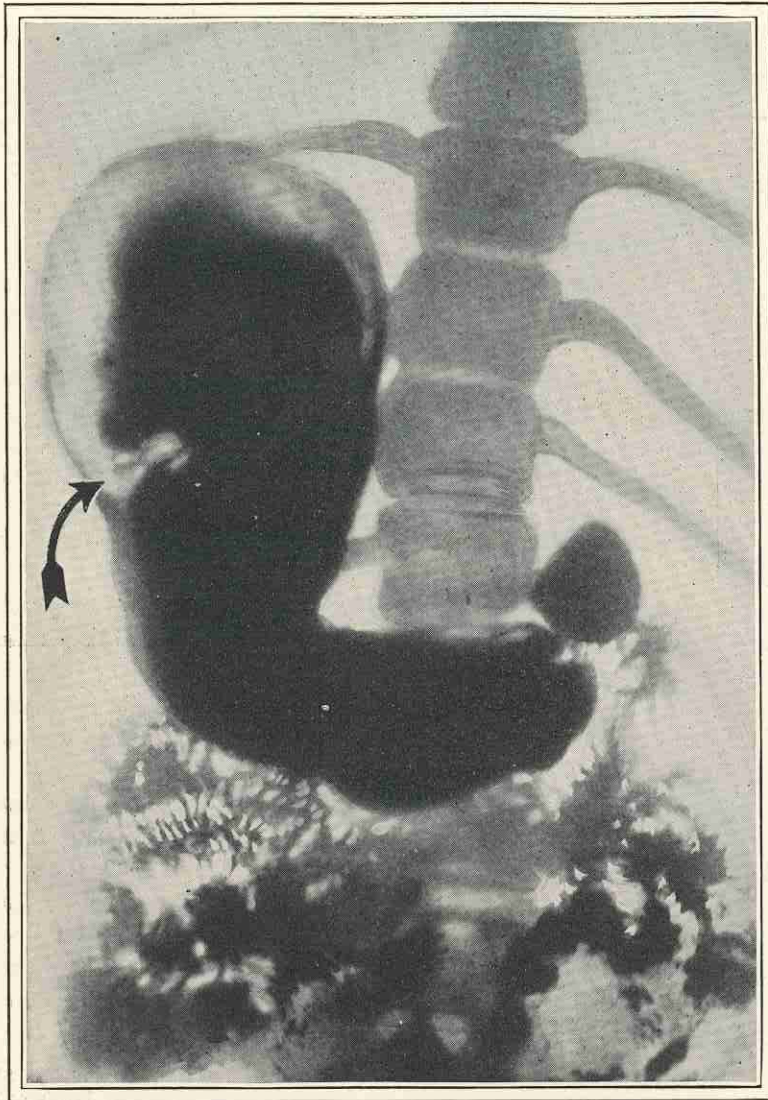
The X-ray outlines bone and joint diseases, locates stones in bladder, gall bladder and kidneys, and all dense foreign substances that enter the human body.

Fractures, dislocations and adhesions demand an X-ray examination. In fact, without the valuable aid of the X-ray I would not know how to handle many of my cases.

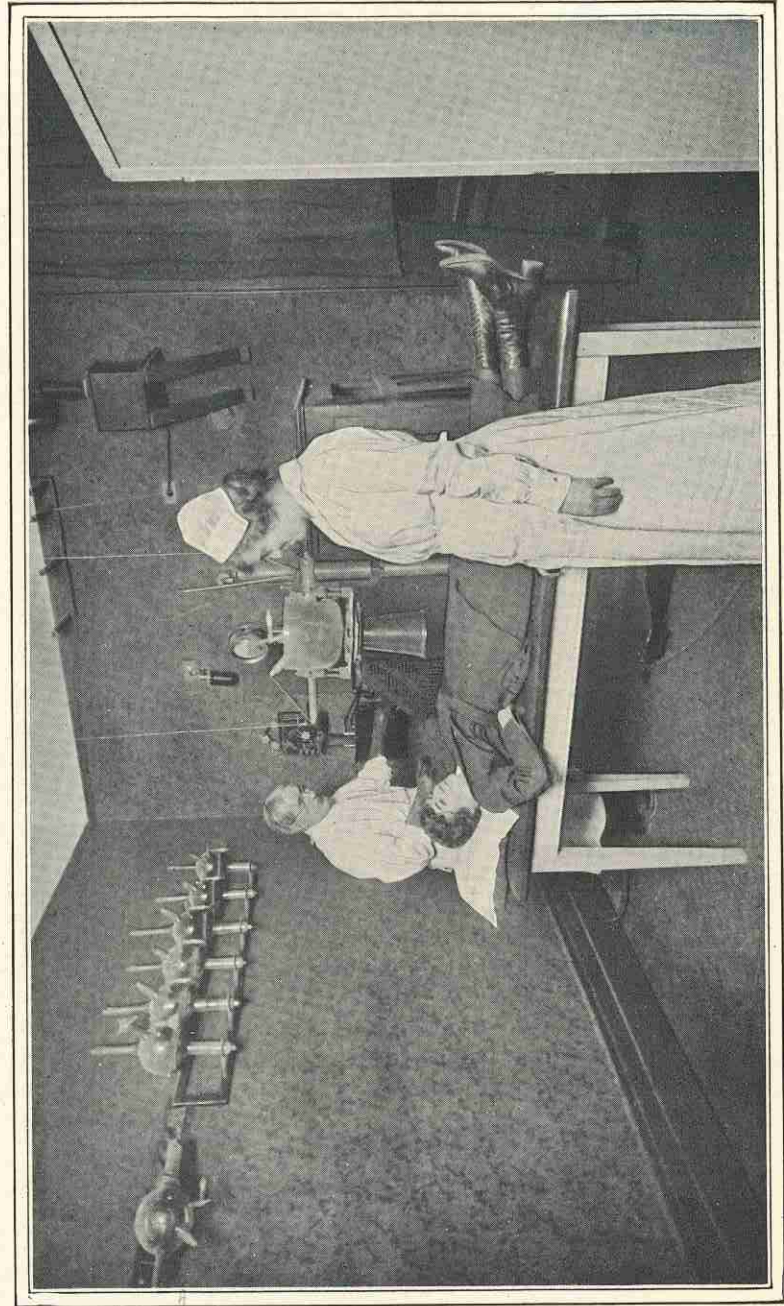
This is an age where more must be done to detect and relieve diseased conditions, than can be remedied by a hasty look at a coated tongue and recording the number of heart beats per minute, with an active pad and pencil as the only recourse.

Any physician, who in certain conditions, neglects to get a complete laboratory report on sputum and urinary reactions, is unworthy of the name.

The Harvard Professor's 47 per cent. who got the wrong diagnosis, got the wrong treatment, that is why my X-ray and my laboratory are such busy places.



Radiograph Showing Ulcer of the Stomach



Showing Method of Administering X-Ray Treatment

The Unkindest Cut of All

THE surgeon's knife, in case of need, is a friendly knife, but sometimes it proves to be a butcher's knife.

Always it is a butcher's knife, if it cuts where and when it is not needed.

We believe no case should be operated upon where there is a fair chance of recovery without the knife. Delicate organs, divinely given for a specific purpose, should not be sacrificed at a surgeon's whim.

Many a case of ulcers of the stomach, gall stones and intestinal trouble has yielded to Dr. Ward's Natural Methods of treatment, and many a life and many a dollar has been saved thereby.

Are portions of the digestive tract, and organs peculiar to the sexes so plentiful and so unessential that one may lose them and still be happy because of their unsexing or their mutilations?

Alas! too often the patient has to return to the second, third, or fourth operation ad lib., as all victims learn too late in too many cases.

Let every man and woman who contemplates an operation, pause and seriously consider, "is this operation necessary? What will be my future condition after the organ or the part has been removed?"

Let every man and woman make a careful, a very careful distinction between what the surgeon's knife hopes for and what their actual condition will be after the operation. And the future, what of that?

Malignant cancers, large tumors and traumatic conditions require surgical attention, but outside of these conditions, in eighty per cent. of so-called surgical cases, you will find the "Barometer of Hope going down" whenever and wherever the knife enters.

If you are in doubt about an operation, why not permit a disinterested medical mind to confirm the surgeon's diagnosis? Why not make use of Dr. Ward's X-ray examination?

How I Treat a Patient with Natural Methods

I SHALL now describe how I treat a case, say of chronic stomach disorders. We will take a typical stomach case, with all the attending symptoms—pain or distress after eating, belching, bloating and sour fermentation, constipation, nervous, depressed, worried, dizzy, headaches, weak and tired, with shortness of breath, sometimes palpitation of the heart, and at times vomiting.

At my office the patient is given a physical examination, the history recorded, the blood pressure taken, the urine sent to the laboratory for a careful analysis, a bismuth meal is then given, and an X-ray examination of the stomach is made. After this examination, if I find the case acceptable, (I accept no incurable cases), I teach the patient, first of all, how to regulate the diet, what foods are congenial to the particular condition and what foods to avoid. The patient is thus taught how to enjoy life and remain healthy and well after the symptoms are relieved.

MY METHOD OF TREATING

An attendant now conducts the patient to a private room where unnecessary clothing is removed. The patient lies on a comfortable, padded table under the pleasant rays from a powerful Radiant Light, which reflects over and energizes the blood supply to the entire abdominal tract.

Radiant Light administered in this form has a remarkable beneficial effect on all metabolism.

During the application of the Radiant-ray, the entire abdomen is gently vibrated, after which a high frequency current is applied.

Under this mode of treatment usually we get a marked stimulation of circulation, and a warm, pleasant, flushing of the skin. Indeed the patient is so surprised at the relief received that he wishes the treatments might always continue.

The oscillating room next claims the patient.

The oscillator is an apparatus capable of doing in five minutes more than can possibly be done for the patient with an hour's hand massage.

The great aim in the oscillating machine has been a tireless, readily adjusted form of energy which can be substituted for the easily tiring and variable muscular energy of the human hands.

This apparatus tunes the musculature to rapid oscillations, thus keeping up the blood and nerve tone of the part and restoring the harmony of health.

Dilated and dropped stomachs require the slow-surfing sinusoidal modality. With this method I have corrected severe conditions in a few treatments. In one case, with an eight-inch prolapse, or dropping of the stomach, I succeeded in restoring the organ to a normal position. No drug, no medicine on earth can do this.

High blood pressure adds a complication to stomach trouble.

If the blood pressure is above the danger point the patient is conducted to the auto-condensation room, placed on a padded couch and the current applied. A warm, pleasant glow is the only noticeable effect, but in one single application of the auto-condensation modality I have lowered blood pressure from five to twenty degrees. No other treatment known to medical science can equal this record.

Stomach cases complicated with low blood pressure are treated in the Static room with my forty-eight plate outfit. No machines are made with higher power.

My institution thus is shown to be modern to the minute. I have spared neither time nor expense in order to give my patients the welcome benefits of all late achievements in Electro-Chromatic Therapy.

Light

“LET there be Light.”

Among the physical and mechanical therapeutic agents of modern medicine, Light is entitled to foremost place.

To the degree that Light is denied, health decreases.

The pallor of the prisoner shut from the outer world, the pale, green vine in the cellar reaching through the darkness towards the window, the sleeping seed embedded in the earth and awakening at the call of the sunlight in the Spring, all prove the health bringing, life-giving power of the sun.

Sun baths are as old as history. In ancient Egypt wise men gave sun baths for various diseases.

A sun-tanned skin is never attacked by acne or boils. Pigmentation (sun-tan) gives to the skin a special tone, favors the healing of wounds and destroys all germ diseases of the integument.

Catarrhal patients, patients suffering from catarrhal nose, throat or lung disease, until recently have been banished to the lonesome solitude of distant mountains to avoid the damp and murky, dust laden air of lower altitudes. Today, modern methods have changed all this, thanks to the wonderful discovery of the Quartz actinic rays and the Kromayer Lamp.

The great expense of the Quartz-crystal utilized in these special Lights has limited their use to the busy, successful office. I am now constantly operating three of these powerful Quartz-ray Lights.

Life-giving Ozone is abundantly liberated by the Actinic rays.

The patient thus directly receives the germ-destroying potency of the health-building sunlight unhindered and unhamp-ered by rainy days or cloudy weather.

Light—Continued

For all catarrhal troubles the action of the Actinic rays upon the general condition of the patient is remarkable. There is rapid disappearance of pain, fever and chills, there is a return of appetite, an increase in the body weight and strength, and an improvement in the entire blood condition.

In diseases of the bone tissues the action of the Actinic rays is one of repair. In early joint-tuberculosis lasting results and good motion has been attained.

In abscesses and ulcers the volume of pain is released and healthy granulation follows. The effect in all joint, peritoneal and plural cavities is one of absorption. This is best noticed in peritonitis.

The treatment of parasitic skin afflictions is a pleasing sample of physiological action of the Actinic rays. Often a single treatment, of but a few minutes duration, will produce results which are a marvel to the patient as well as to the physician. I have seen the gnawing pains of a gastric ulcer completely relieved by a five minute treatment.

Jansen has demonstrated that the Actinic rays will destroy bacteria at the depth of two inches.

Dyphtheria toxin was destroyed in five minutes.

Actinic rays will improve scars caused by caustic agents.

Enlarged features, lips, nose, etc., due to blood engorgements are reduced by these rays.

In all of the principal pelvic diseases of women, malnutrition, vaginitis, with itching or burning discharges, and dysmenorrhoea, the Actinic rays make an ideal treatment.

Sunlight—that greatest and cheapest of all therapeutic agents—how little the average physician appreciates its wonderful power! The healthy body needs it, the sick body demands it; wise men get it.

Light is to the skin what oxygen is to the lungs.

Light is a fundamental condition of life.

Without Light, life is impossible.

“Let there be Light.”



Treating Abdominal Adhesions by Actinic Ray
See Dyspepsia, page 47

Heat

Radiant Light and Heat. The application of radiant heat in the treatment of diseases has received no little attention from the therapeutists during the past decade. Earnest study and investigation of these agents which have always been recognized as essential to life, have resulted in the introduction of therapeutic methods which bid fair to give the various forms of radiant energy a rank with the most valuable curative agents. To effect the best results, however, in the large class of cases for which they are indicated, a thorough knowledge of the requirements and the limitations of technique is indispensable.



What Radiant Light and Heat Will Do

IT will relieve pain promptly without the effect of a narcotic, unless the pain is due to mechanical pressure.

It has a valuable nutritional effect on the tissue cells.

It will increase oxidation.

It will increase the quality of the red blood corpuscles.

It will stimulate the organs of the body to perform their natural functions in a normal manner.

It promotes absorption.

It stimulates and increases tissue metabolism.

It stimulates excretion of waste matter.

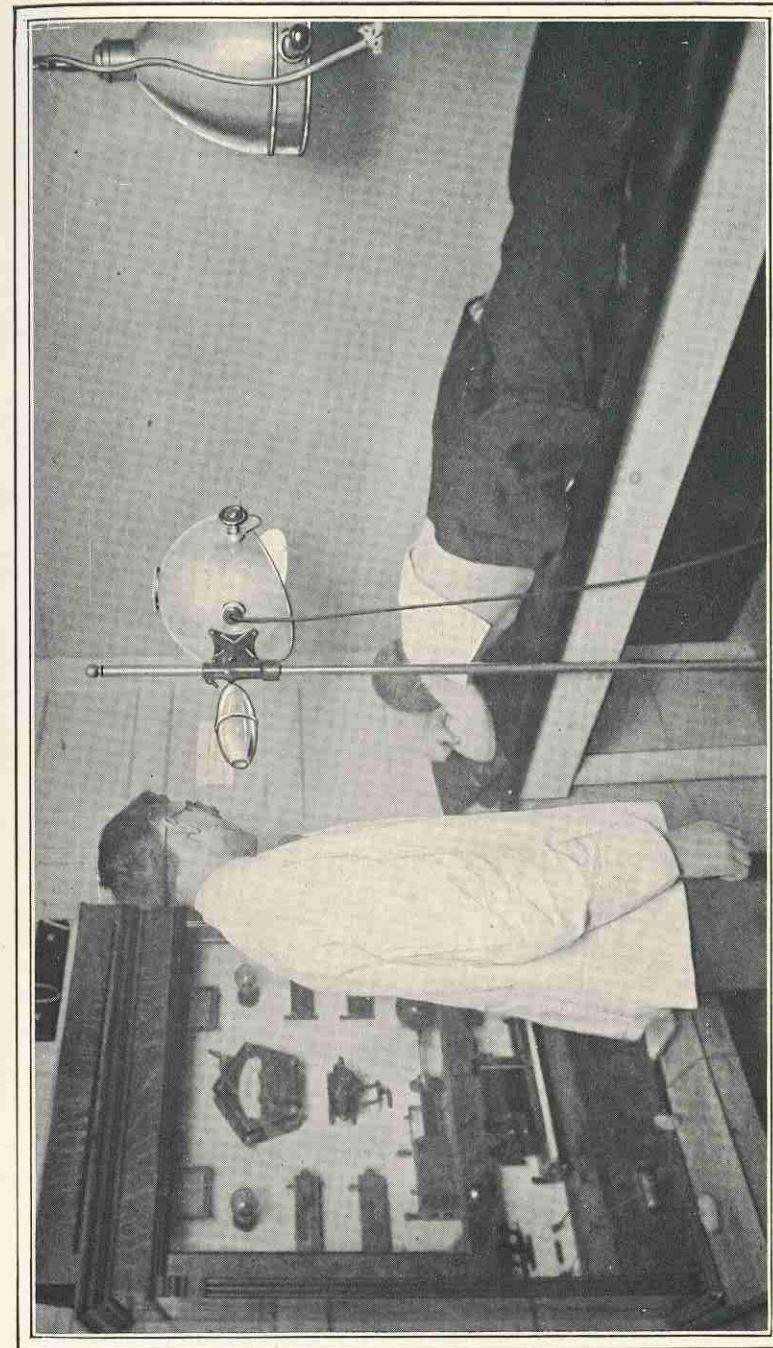
It equalizes circulation.

It dilates the smaller blood vessels and capillaries, and expands the muscular tissues, relieves inflammation, congestion, and stasis.

It has a bactericidal effect.

It will destroy pus germs in superficial suppurative conditions. Stimulates granulations and generally hastens operative processes.

It is indicated in diseases of germ origin, skin diseases, nervous manifestations, inflammations, congestions and malnutrition.



*The Actinic Ray
Sun Ray Light.
Quartz Lamp Air Cooled.*

By its deep penetration it is very valuable in relieving painful conditions such as rheumatism, sciatica and neuritis. It is also, by its penetrating action, very valuable in the treatment of bronchial and asthmatic complaints. Also useful for the absorption of abdominal adhesions following surgical operations.

See Rheumatism, page 55

Electricity

WHY some medical men deny the remarkable therapeutic effects of electricity, when properly applied, has often caused me to wonder.

Nature's laws operate in spite of men's denials.

Facts are stubborn things.

The base of matter is the atom, but the force that energizes the atom is the electrone. Hence, electricity is the base of all matter. This cannot successfully be denied.

Electricity is the nature-force that keeps this earth of ours spinning thru space. Take from this world electricity and there will be no world, no you, no me.

All disease is due to lack of health-tone or vibration in this or that organ or part. All sickness originates in the minute cells that go to build our bodies. These cells jangle out of tune at times and require tuning or toning.

Many doctors, for a limited time, check these pain-vibrations with poisonous drugs. They quiet the trouble by stupefying the suffering cells. On the other hand scientific Electrotherapeutics restores health and harmony to the part by raising the vibratory tone. This I do pleasantly and efficiently with electric modalities properly selected to fit the indications. That this is true and can be done, is proven day in and day out at my offices.

Electricity is not manufactured in drug-stores, and is not produced by a doctor with a pad and pencil, electricity is made in Nature's laboratory and upon Nature's methods wise men are learning to depend.

Health is never sold by the bottle, nor does it come in a pretty box. Health is wholly a matter of normal vibration.

Disease and discord are synonymous.

Health and harmony are the same.

Years ago, when low forms of electric currents were given, when the small Faradic box with the handles was used, the low rate of vibration shocked the patient, and doctor and patient believed that good results came only from excessive

Electricity—Continued

shock-treatment. The modern equipment in the hands of experts changed this crude method, and electricity has come into its own.

The most powerful machine I now employ vibrates up to five million per second, and the patient feels only a refreshing sense of heat and warmth.

I shall attempt to explain why this is so.

A tube of water from a three inch fireman's hose could do you great injury. Were it possible, however, to place a large atomizer at the end of that hose, by atomizing the flowing stream one could safely stand in a nebulous cloud of harmless moisture.

It is in a somewhat similar manner my special electric machines "nebulize" the powerful electric currents. But instead of merely standing in them and having them vibrate around and about you, these high modalities pass thru your skin, your organs, and the entire physical body.

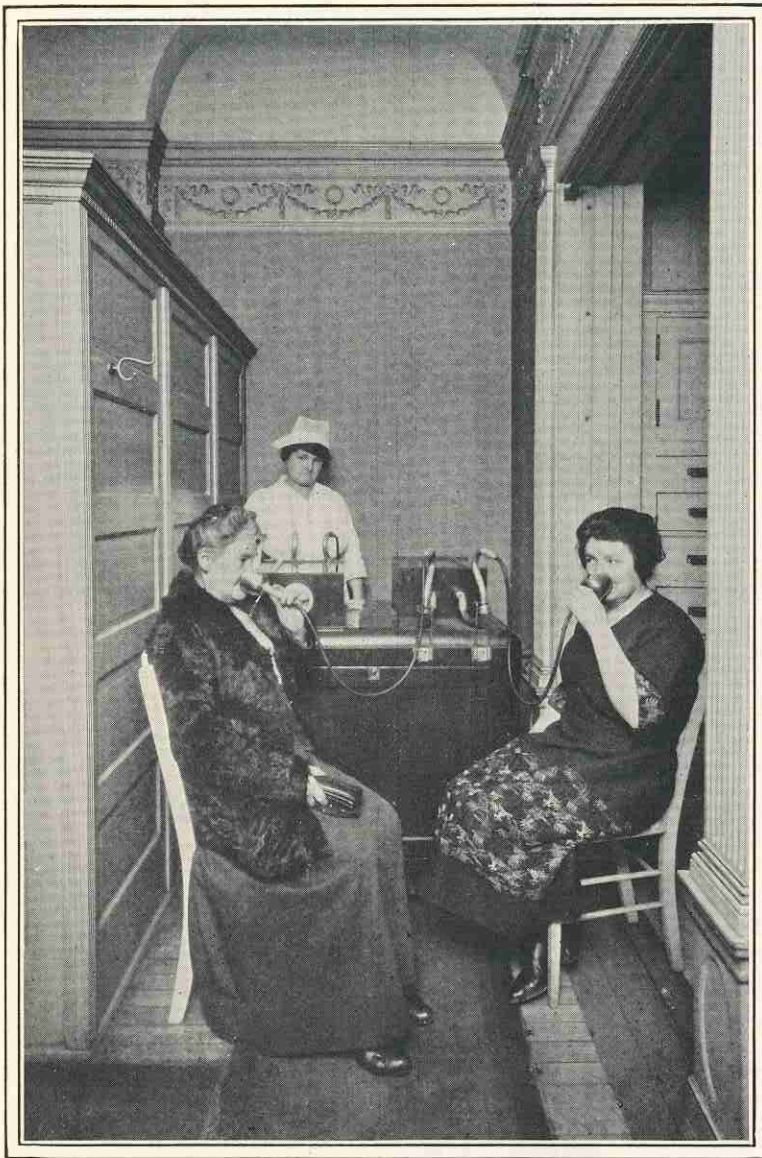
Thus, you may see, with every treatment by one of my modern machines, what you really get is a high, vibratory cellular-massage deep into important nerve and vital centers where mere mechanical vibration cannot penetrate.

In this manner electricity brings health and harmony to nerve and organs. Dope and drugs may deaden the discord for a time but the disease itself remains until relieved by Nature's methods.

Thus it happens, when some medical men will decry the value of electrical treatments, I ask myself the shop-worn question, "Why"?

Facts are stubborn things.

Nature's laws operate kindly in spite of man's unkind denial.



Breathing Powerful Ozone

*Beneficial in relieving catarrhal conditions
of the nose, throat and chest.*

Ozone

OZONE is produced by the action of electrones liberated from the oxygen in the atmosphere whenever an electric spark passes through the air.

This very active form of oxygen has marked effects upon living organisms.

Who does not recall the refreshing after-effects of a thunder storm? Lightning has liberated life-giving ozone in Nature's laboratory.

Who have not read of how physicians attending prominent cases, have sent for tanks of oxygen to prolong the patient's life?

Is this life-extending element only for the rich?

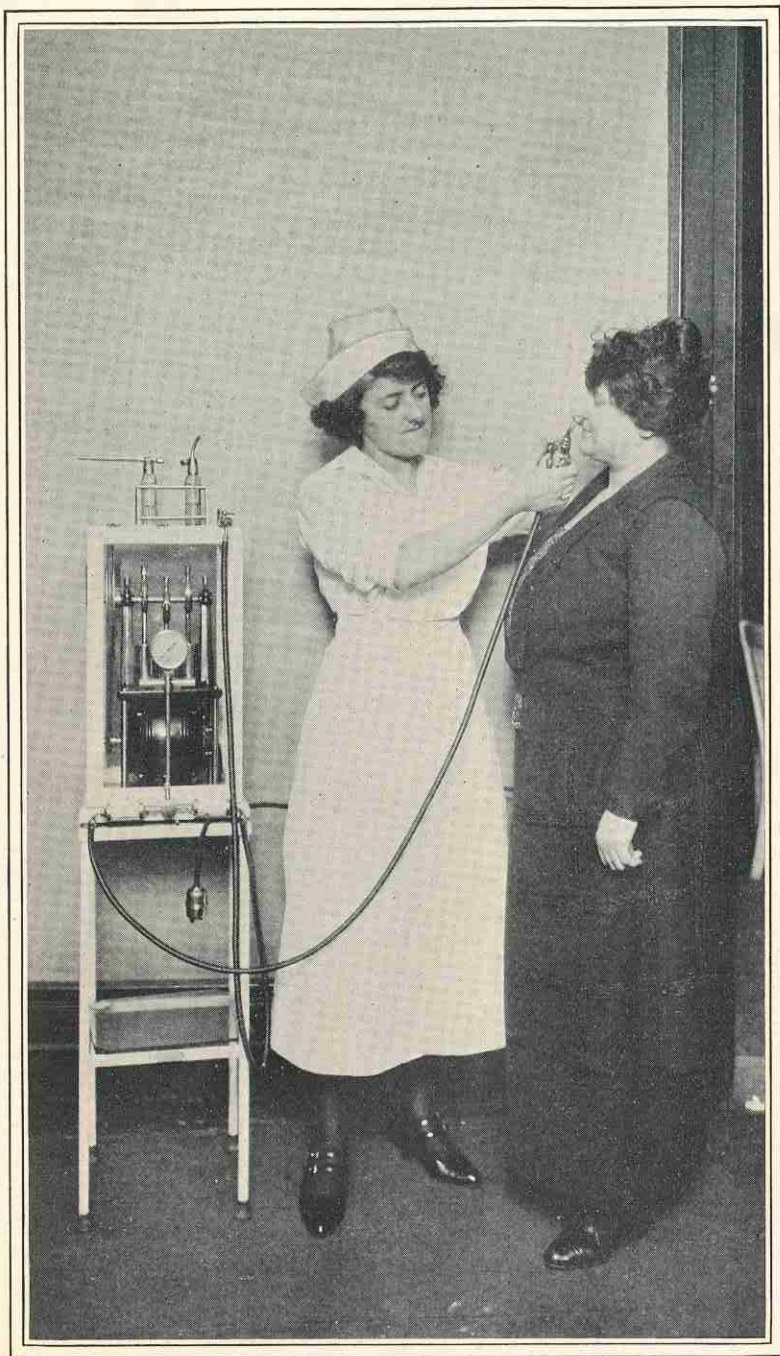
Why not give it to all alike?

It is indicated in anaemia, bronchitis, asthma, catarrhal diseases and many debilitated conditions.

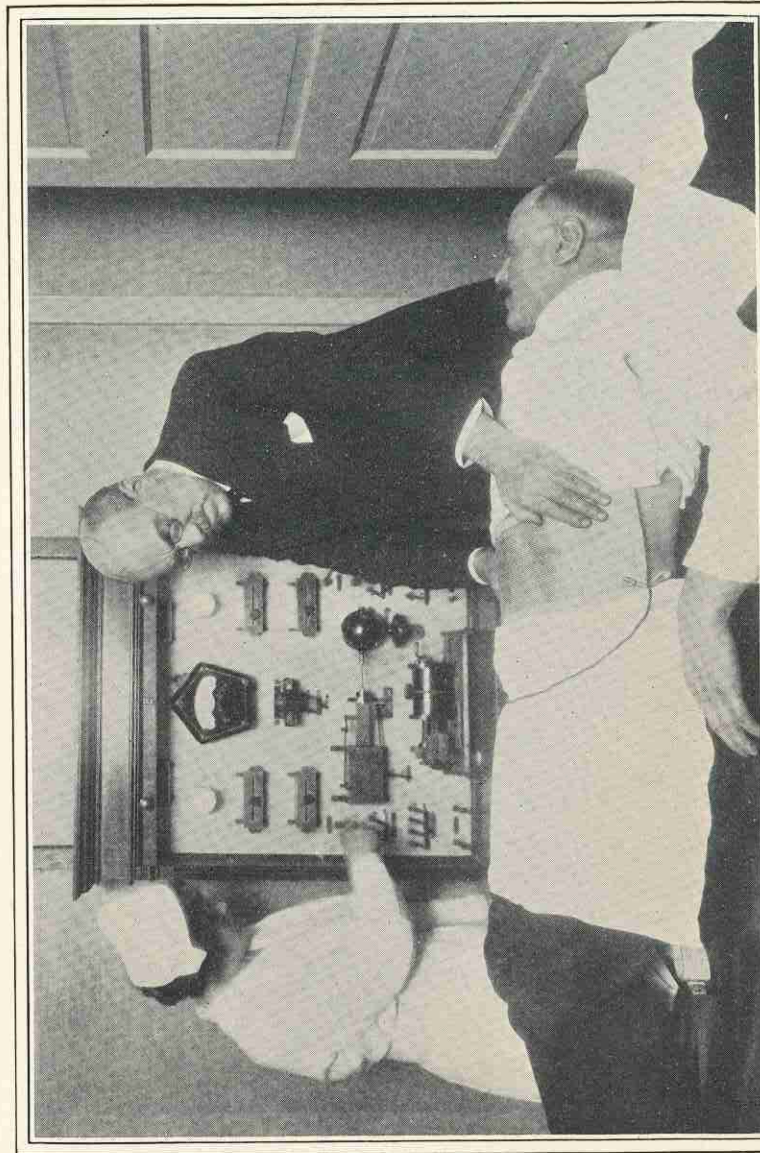
I do not believe in procrastination.

If oxygen prolongs the life of the dying, why not give it to the chronic sufferer? Why wait and use it as a last resort?

Rich or poor may have ozone at my offices.



Sorensen Nebulizer Very valuable in relieving catarrhal conditions and inflammation of the nose and throat. Soothing and pleasant.



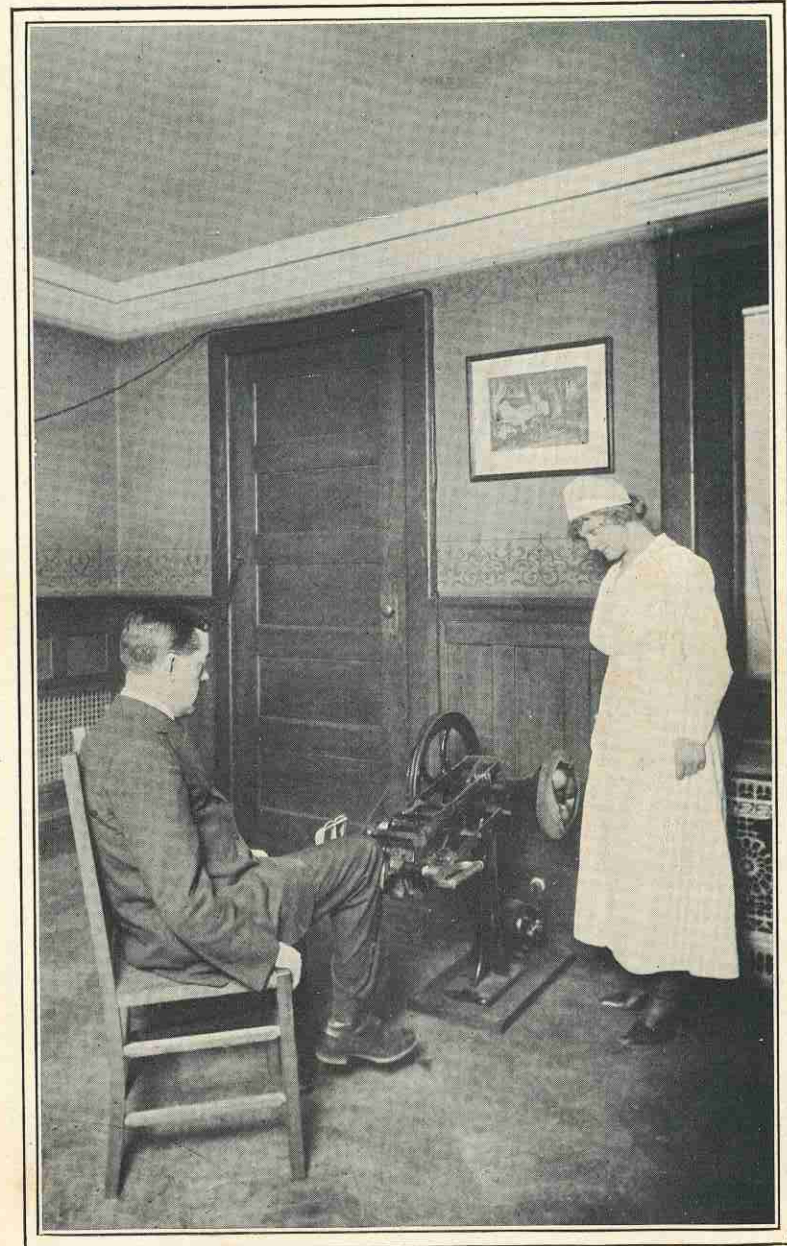
*Using the Rapid Sinusoidal Current in Alleviating Abdominal Pains
See Dyspepsia, page 47*

Oscillation

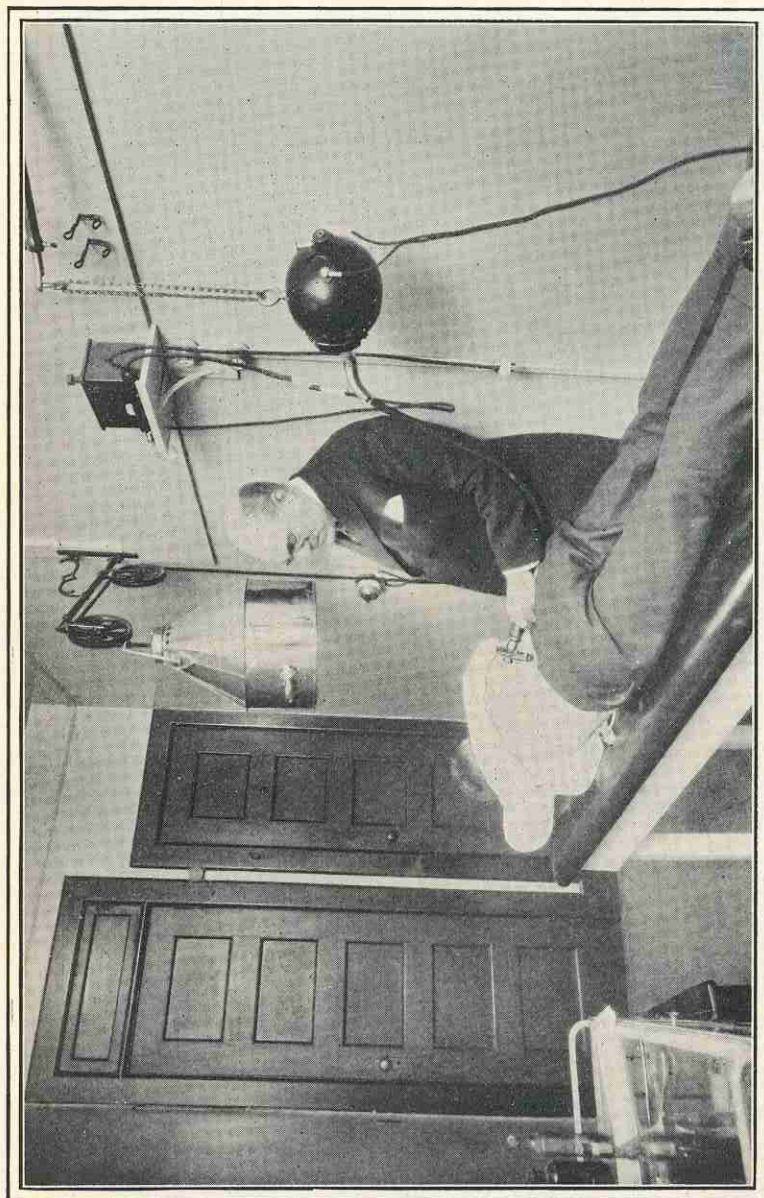
Oscillation. Oscillation in variable degrees of intensity is practised manually by masseurs. It is really an exaggerated form of vibration. It means the violent shaking up of the part, e. g., the abdomen, by the hand of the operator. Oscillation is nowadays practiced with the aid of a specially constructed instrument called an "Oscillator." The physiological effect and therapeutic indications are similar to those of other forms of mechanico-therapy, notably Swedish movements and peripheral vibration. It is an excellent muscular tonic and can be employed with advantage in breaking up adhesions and stretching contracted tissues. Oscillation of the whole abdomen is a splendid auxiliary in the treatment of habitual constipation.

In conclusion, let me again say that the possession of a vibratory or oscillating instrument should not be a reason for employing vibration and oscillation indiscriminately in each and every case. We never lose sight of the indications in each case and the limitations to the use of vibration and oscillation.

The oscillator is contra-indicated in all cases of high blood pressure and acute conditions.



Treating a Stiffened and Painful Condition of the Knee Joint by Oscillation



The Vibratory Treatment

Highly successful in relieving pains due to inflammation and congestive conditions.

Vibration

Vibration (from the Latin word *vibrare*—to tremble) in its finest form is the manner in which all force in Nature becomes manifest. Matter proclaims its existence through force manifestations. The latter are in and of themselves only varieties of vibratory movements. Sound is vibration, light is vibration, electricity is vibration, organic function is vibration, nerve energy is vibration, thought is vibration and life itself is vibration. There is no life without force, no force without vibration. Vibration is the elementary basis of all biology. Vibration is life; stagnation is death.

Vibration in its coarse form means the act of imparting a more or less intense trembling motion to an object, as—the tissues of a human organism. In the application of manual therapy the practice of manipulative vibration was, up to a comparatively recent period, considered of much importance. Masseurs cultivated marvelous skill in administering digital and manual vibration. Since the introduction of the mechanical device known as the vibrator, the practice of vibration by the hand has become almost obsolete. The vibrator performs the action of vibration so much more perfectly and conveniently that manual or digital vibration can well be ignored. The vibrator needs no introduction or recommendation. Vibration has, without a doubt, become more popular than any of the mechanico-therapeutic modes of application.

The vibrator is clearly indicated in all chronic conditions with low blood pressure.

It is contra-indicated in high blood pressure and acute conditions.

Diseases and Their Treatment By Natural Methods

DISEASES that I treat by Natural Methods are arranged in alphabetical order and the various modalities are given. However, their use will vary as to the cause, duration, severity of the disease, and the general condition of the patient. The cause for every disease is due to mechanical, chemical or bacterial irritation. The treatment for all chronic diseases is to remove the cause and to stop its continuance. Hygiene, diet, elimination, alimentation and stimulation all assist Nature's cures.

Abscess. May be quickly disinfected and caused to heal promptly by the Actinic Rays, high frequency, Radiant Light and Heat, or by iodine anaphoresis.

Acne Rosacea (red nose). The results obtained are very good, but of course, the method must be applied with care to prevent scarring. Ergotine cataphoresis, Kromayer Lamp, electrolysis are the modalities I employ.

Acne Vulgaris (pimples). One of the best fields for the employment of the Actinic Rays is in this form of acne. It is used in conjunction with the high frequency, cataphoresis, electrolysis, and the X-ray: with this combination a cure should be affected in practically every case.

Adhesions. Where pelvic or other adhesions follow operations in inflammatory conditions, the Actinic Rays will not only relieve the pain, but will absorb the adhesions. The high frequency, Radiant Light and Heat, Diathermic current, Vibration, Oscillation, and the Sinusoidal currents I have found very useful.

Albuminaria (Bright's disease). Benefit in the disease has been obtained by Natural Methods. The best modality is the use of auto-condensation. The albumen and casts will often

disappear, but I do not wish to be understood in making this statement, that the treatment will cure Bright's disease. That it is of sufficient value to warrant its employment in such cases, is my firm belief, particularly where high blood pressure exists. Auto-condensation in these cases will lower the blood pressure, and by relieving the pressure in the kidneys, the strain is taken off the filtering tubules and the result is at least beneficial, if not entirely curative. High frequency, Radiant Light and Heat, Actinic Rays, and Ozone have also been found useful.

Alopecia (loss of hair). When baldness occurs as a result of faulty nutrition, the Actinic Ray suggests itself as the ideal remedy. In connection with the Actinic Rays, the high frequency, vibration and also zinc cataphoresis is strongly advised. In alopecia areata, the Kromayer lamp with the X-ray is used.

Anemia. As static electricity increases the oxygenation of the blood and also the red corpuscles, and the percentage of hemoglobin, its employment is very useful. If the blood pressure is high, auto-condensation treatment is indicated. Ozone inhalations I have also found of the utmost value in these cases.

Appendicitis—Catarrhal. In catarrhal appendicitis the Actinic rays and the high frequency are indicated. If the symptoms are not relieved in five or six treatments the case is turned over to the surgeon for operation.

Asthma. In the treatment of asthma the Actinic Ray is indicated in connection with ozone inhalations, high frequency, vibration and direct D'Arsonval application—one pad placed on the chest and the other on the back. Patients are greatly benefited.

Auto-Intoxication. A condition of the blood produced by absorption and re-absorption of substances which poison the tissues of the human body. It is the most prolific cause of chronic diseases, especially the so-called functional diseases.

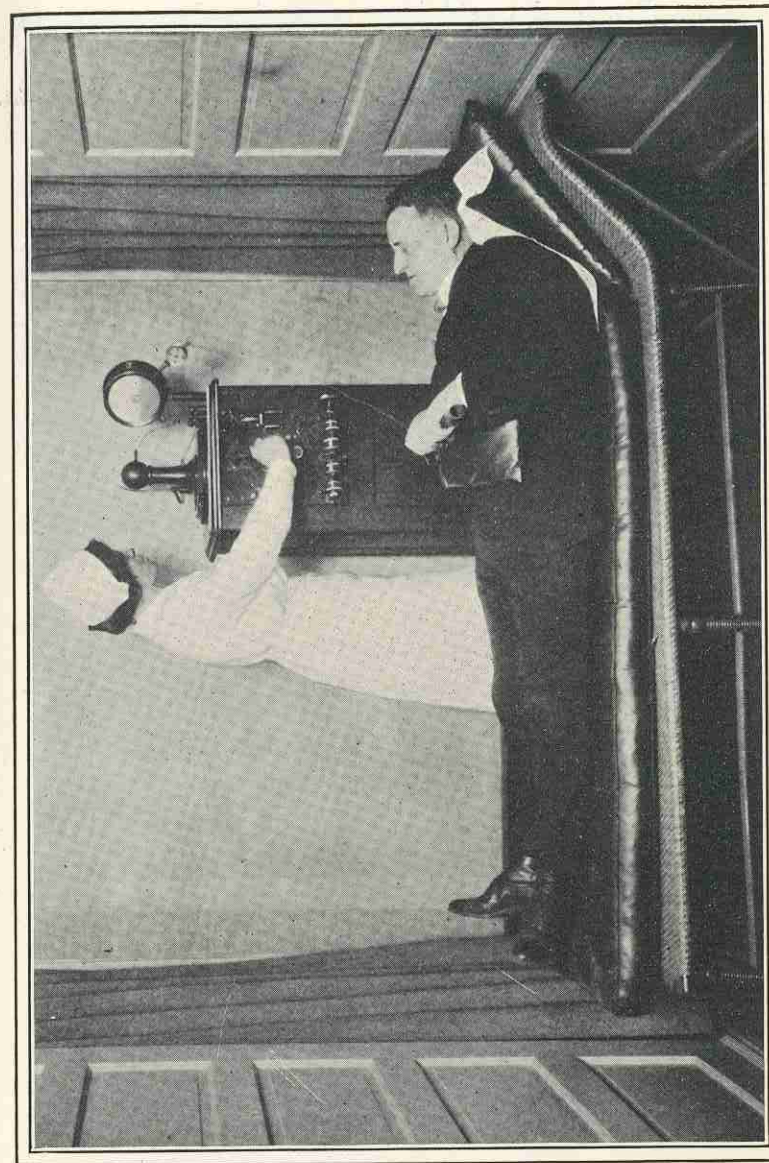
Absorption of toxins from the alimentary tract usually give rise to nervous phenomena or skin diseases. Auto-intoxication is the cause in the majority of cases of headaches, dizziness, malaria, biliousness, neurasthenia, melancholia and hypochondriasis—the “blues,” also muscular pains, in fact chronic diseases of all kinds—my treatment consists in removing the cause and stopping the continuance. Hygiene, diet, elimination, alimentation and stimulation by Natural Methods.

Arteriosclerosis (Hardening of the Arteries). Be sure about your blood pressure—it may mean life, it does bring death. “I voice the view of many authorities,” says a medical writer, “when I state that a man past forty, who is under considerable strain or carrying a heavy load in his business or profession, and who finds difficulty at times in concentrating his attention, awakens in the morning more tired than when he went to bed, has occasional spells of dizziness or light-headedness, or notices occasional tingling or numbness in the legs, hands or arms, owes it to himself to ascertain whether or not these symptoms are pointing toward arteriosclerosis. If his fears prove groundless, well and good, but if evidences of arterial involvement are present, they should have immediate attention.”

Although more common after the age of forty, no period of life is exempt; cases occurring at the ages of eight, fifteen—twenty-eight years being on record.

“Arteriosclerosis,” says a world authority, “formerly looked upon as the heritage of old age is now very common and greatly on the increase because of our present mode of life with its strenuous efforts to gratify ambition; its excesses in eating and drinking. To-day there are many young folks, whose arteries are like those of old age, and forecast the probability of a sudden termination of their usefulness.”

Recently a patient had been told, without a scientific test, that she could not have a high blood pressure. Upon careful examination with the sphygmomanometer I discovered this patient's blood pressure registering at the dangerous point of two hundred and sixty. Had she listened to the



Reducing High Blood Pressure by the Auto-Condensation Current

siren song of one who said "impossible," to-day she might be a helpless paralytic instead of a healthy woman, a condition the patient thankfully admits to my Natural Methods in treating these conditions.

Be sure about your blood pressure.

It may mean life, it does bring death.

The treatment of high blood pressure consists in the enforcement of mental and physical rest, open emunctories, especially kidney and bowels, abstinence from tobacco, alcohol, and from medicinal heart tonics. The diet should be regulated and the auto-condensation treatment given until the blood pressure becomes normal. The auto-condensation current is the only reliable agent that I know of, capable of reducing dangerous blood pressure.

If you are tired of being treated by the pulse-feelers and the pad and pencil users, why not try Natural Methods?

Baldness (see Alopecia).

Barber's Itch (see Sycosis).

Blood Pressure (see Arteriosclerosis—also low blood pressure).

Boils (see Furunculosis).

Brain-Fag. "Brain-fag" represents a condition one step removed from complete nervous prostration. It is common in business men, especially where too close attention to business has been accompanied by too little exercise. The favorite prescription has been a change of scene, perhaps a sea voyage. This treatment is not always possible, and, therefore, much may be expected of Natural Methods. Treatments should always be in accordance with the patient's blood pressure; if the blood pressure is high, I use auto-condensation, high frequency and ozone. If the blood pressure is low, stimulating treatments are used, such as static electricity, vibration, oscillation and ozone.

Bronchial Asthma (see asthma).



Treating Bronchial Asthma by Diathermy

Bronchitis (chronic). In chronic bronchitis the Actinic Ray is used over the chest and back in connection with the high frequency, Galvanic current and inhalations of ozone. If the blood pressure is high the auto-condensation treatment is indicated; if low, I apply static electricity and vibration.

Catarrh of Bladder (see Cystitis).

Catarrh of Bowels (see colitis and enteritis).

Catarrh of the Nose (see Nasal Catarrh).

Catarrh of the Uterus (see Endometritis and Cervicitis).

Cervicitis. In inflammation of the neck of the uterus, I have found the use of the high frequency current through the vagina very effective; also I use zinc cataphoresis and the Actinic rays.

Chronic Ulcers. Here I use the Kromayer Lamp to get a stimulating effect which is not only locally germicidal but also converts the chronic condition into an acute one, allowing it to heal readily.

Cold Extremities. I have included this symptom because it is so common and because the use of Natural Methods is an ideal treatment for this condition. If the blood pressure is high I treat with auto-condensation and high frequency currents. If the blood pressure is low, I use static electricity and vibration alternating with oscillation.

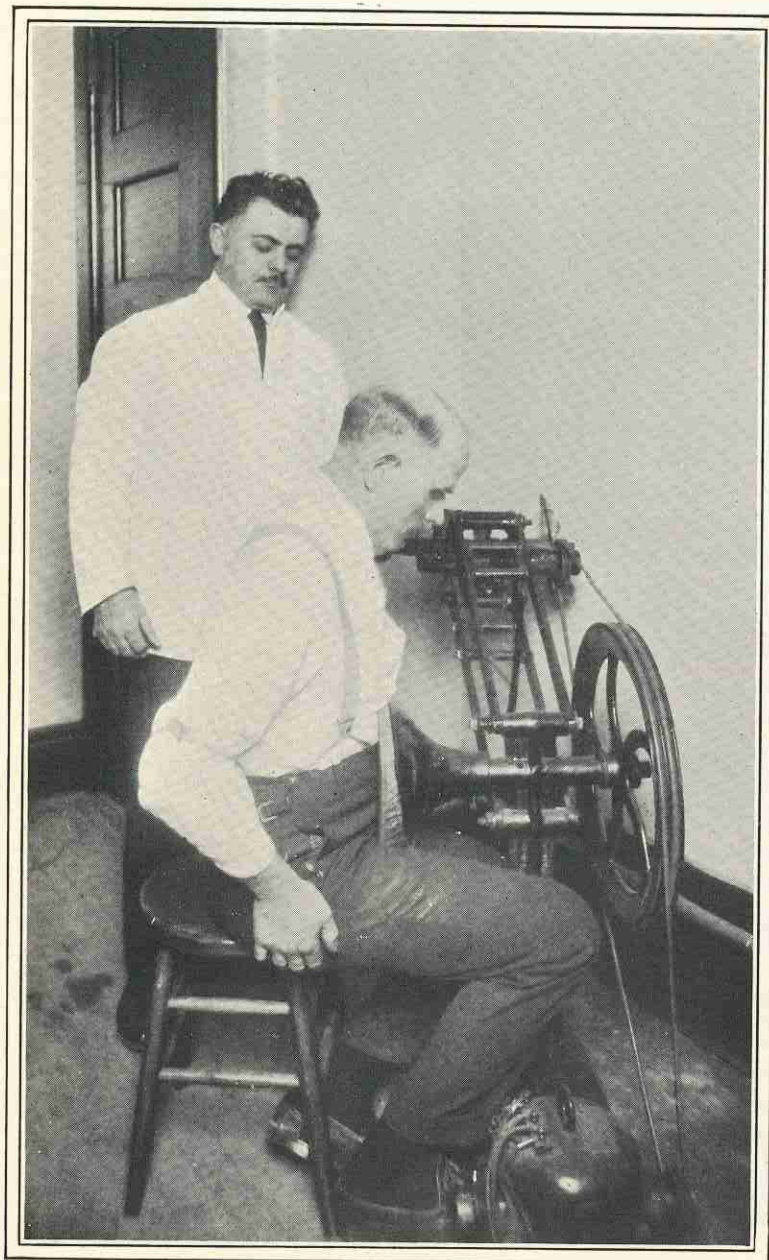
Colitis. Iodine anaphoresis with the high frequency current with the electrode introduced into the rectum, I find most effective.

Colon-Irrigation. This is one of the most important sanitary and therapeutic agents in the treatment of most diseases. It is administered for the purpose of cleaning out the large intestines. In this way the absorption of toxins (auto-intoxication) is prevented, and nerve supply of the abdominal organs stimulated thru the solar plexus, which is not infrequently in a semi-paralytic condition from the pressure of a distended germ-breeding colon.



Inhalatorium

Here patients breathe powerful antiseptic vapors beneficial in the treatment of catarrhal, asthmatic and chest complaints.



Treating Chronic Constipation by Oscillation

Constipation. Here Natural Methods will give better results than all the drugs in the *Materia Medica*. The modalities I use are mechanical oscillation, vibration, high frequency and the sinusoidal current.

Convalescence. In convalescence the general tonic properties of static electricity, vibration, and ozone inhalations will greatly aid the patient in regaining strength.

Coryza. For cold in the head the intra-nasal application with the high frequency nasal electrode, with Actinic Rays over the frontal sinuses and inhalations of ozone I often abort the attack.

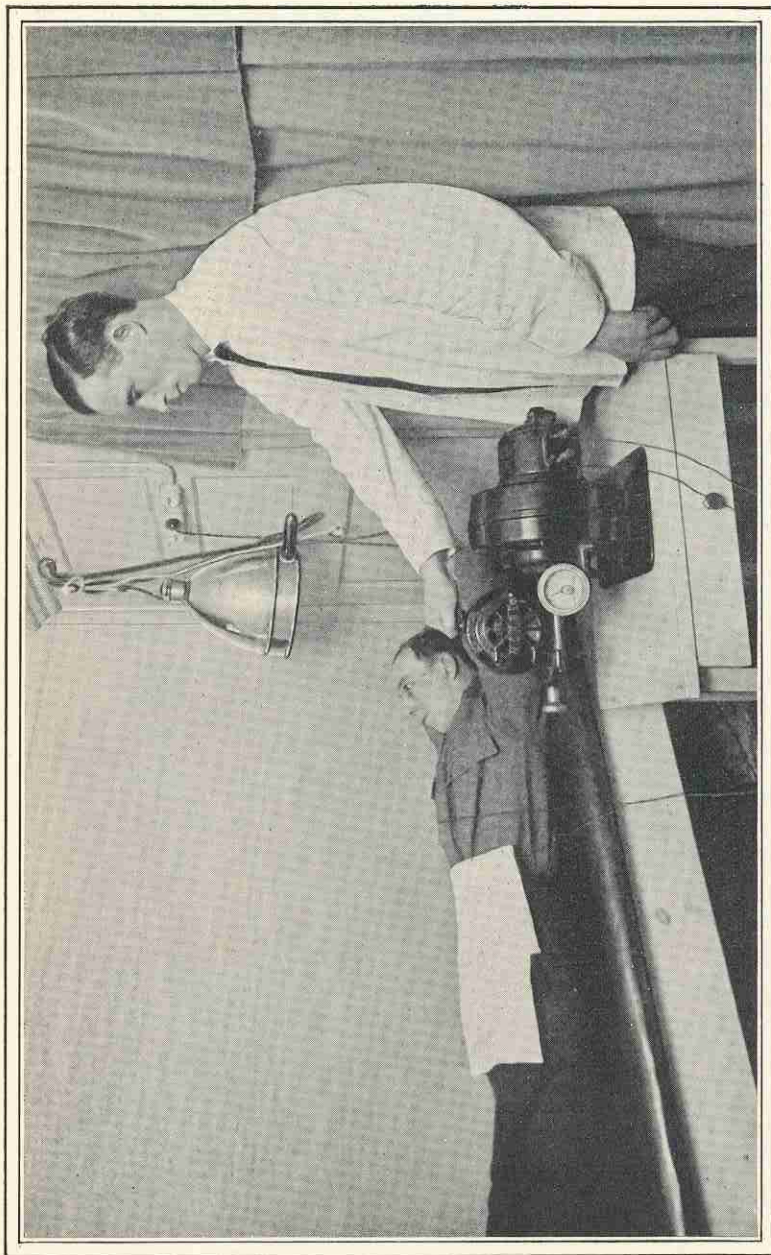
Cystitis. The effect of the treatment by Natural Methods are remarkable in inflammation of the bladder. In men I order the high frequency tube passed into the rectum; in women through the vagina. I also get good results from Iodine anaphoresis and Actinic rays.

Deafness. In catarrhal deafness the high frequency current in connection with mechanical vibration will yield remarkable results in many cases: not that it may be expected to cure every case, but the degree of improvement will be so marked that both physician and patient will be well satisfied.

Diabetes. I am willing to put myself on record as one believing auto-condensation to be the best single treatment we have for diabetes, and best of all it does not prevent us at the same time from using all of the other measures which experience has shown to be of value.

As diabetes is apparently a disease resulting from disturbed or impaired metabolism, it is natural to expect marked benefit from the administration of auto-condensation. I do not enforce a rigid diet, but a regulated one. The other modalities used are static electricity, high frequency, sinusoidal, Actinic rays and the D'Arsonval currents.

Diarrhea (chronic). The treatment for this condition will depend upon the cause, duration, severity of the symptoms, and the general condition of the patient. I have found



*The Sinusoidal Current
Wonderful sine wave. Simulating nature.*

Natural exercise for dormant and weakened muscles. Very valuable in treating dropped stomach and other stomach and intestinal conditions.

the Actinic Rays a very valuable agent in connection with the high frequency, Iodine anaphoresis, auto-condensation, static, sinusoidal and diathermic currents.

Dyspepsia. Among the chronic cases that go from one doctor to another without relief, various forms of stomach trouble represent the largest percentage. Especially the disguised forms of gastric disorders are much in evidence often without their presence being suspected. Many patients now being treated for nervousness, hysteria, neurasthenia, hypochondriasis, insomnia, headaches, muscular rheumatism, neuralgia, imperfections of sight, vertigo, heart trouble, eczema, and other forms of skin diseases, are, as a matter of fact, dyspeptics, and cannot get well because the condition remains unsuspected, unattended and unimproved. Experience has taught me to seek the cause for any existing condition. To-day we are not satisfied to make a symptomatic diagnosis at any time. A layman with a smattering of medical terms can glibly make a diagnosis of lumbago, sciatica, vertigo or chronic eczema. The physician who is satisfied with this kind of a diagnosis could not be expected to do any more for his patient than to prescribe the stomach-destroying iodides, salicylates and bromides, or plaster the patient with salves. The diagnosis and treatment are on a par. They are unworthy of the name. The modern physician wants to know the reason for certain symptoms. He evolves the treatment from the cause, only thus may satisfactory results be obtained.

The term "dyspepsia" means gastric indigestion. Inasmuch as gastric indigestion is a most important phase in the process of nutrition, it is directly related to the well-being of the whole organism and to all its parts. In disturbed digestion the acidity of the intestinal canal is likewise impaired. In other words, gastric indigestion does not exist without some impairment of intestinal indigestion. Any part of the organism might give evidence of malnutrition, auto-intoxication and resulting functional impairment.

In cases of chronic rheumatism, neuralgia, neurosis, skin diseases, and the endless chain of disorders of the liver and

bowels, we always win the battle, and frequently the whole of it, by knowing how to handle the stomach.

The local treatment consists of oscillation, vibration, diet and colon irrigation. My general treatments aim at stimulating and correcting metabolism. For this purpose, Radiant Light and Heat, auto-condensation and static electricity are indicated.

In all stomach disorders no results equal that obtained by Natural Methods of treatment. A pleasant surprise awaits the confirmed dyspeptic if he will but heed the advice here given and act upon it.

Earache. This symptom is frequently relieved by the high frequency tube, Iodine anaphoresis and the Kromayer Lamp.

Ear Diseases. The principal diseases of the ear which are benefited by high frequency, Iodine anaphoresis, vibration and the Kromayer Lamp are: Catarrhal deafness, tinnitus aurium (noises in the head), and chronic middle ear affections.

Eczema. There is no disease in the whole field of medicine that yields so quickly to the treatment by Natural Methods, as Eczema. The eruption which is attended by a smarting, itching and burning sensation, is often relieved after the first treatment. The modalities used are the Actinic Rays, high frequency, zinc cataphoresis, Radiant Heat and the X-ray.

Enlarged Prostate (see Prostatic diseases).

Endometritis. I treat the same as Cervicitis.

Epithelioma. In skin cancer the one best non-operative treatment is the X-ray. The Kromayer Lamp with fulguration is also of great value.

Favus. This condition will yield promptly by the action of the Kromayer Lamp, high frequency, Iodine anaphoresis and the X-ray.

Fissure (Anal). A rectal tube is employed using the Kromayer Lamp, high frequency and Iodine anaphoresis.

Frontal Sinusitis (see sinusitis).

Furunculosis (Boils): In treating boils mercury cataphoresis with the Kromayer Lamp, Radiant heat and high frequency I find are the most valuable modalities.

Gastric Ulcer. The vast majority of cases of ulcer of the stomach occur in anaemia subjects. The general condition of the patient should receive the first attention. Diet should be regulated, and the Actinic Rays, Radiant Light and Heat and the high frequency should be applied. If the blood pressure is high the auto-condensation treatment is indicated; if low, static electricity. Locally, all violent forms of treatment (massage, vibration, etc.), are contra-indicated.

Gastritis (see Dyspepsia).

Goitre. The modalities indicated in this condition are Iodine anaphoresis, Kromayer Lamp, high frequency and the X-ray. The results are not always satisfactory—about fifty per cent. are benefited.

Gout. Corrective Radiant light and heat is always administered in conjunction with auto-condensation and the Actinic Rays alternated with the constitutional administration of the static wave current.

Grippe (Influenza). Great benefit will be derived from the general application of the high frequency current and the inhalation of ozone. The Actinic Rays over the frontal sinuses I have found valuable.

Hair Falling. (See Alopecia.)

Hay Fever. The Actinic Rays applied directly over the frontal sinuses and nose, and the vacuum tube to the nostrils, together with the inhalations of ozone, I have found gives prompt relief in many cases.

Headaches. The prognosis and treatment of headaches will depend upon the cause, duration, severity, and the general condition of the patient.

Heart Disease. Tesla currents are often of great value in organic heart disease in assisting Nature to establish compensation. Treatments are given according to the indications shown by the patient's blood pressure. If the latter is high, I give auto-condensation; if low, sparks to the spine and solar plexus are employed.

Hemorrhoids. Irrigation of the colon is valuable. The patient should avoid tight fitting clothes (corsets, etc.). Oscillation of the stomach and bowels and the sinusoidal current give good results. Hard external piles should be treated by fulguration and the vibration treatment by means of a rectal attachment is useful. The high frequency current by means of the rectal vacuum and Iodine anaphoresis does well in many cases.

High Blood Pressure (see Arteriosclerosis).

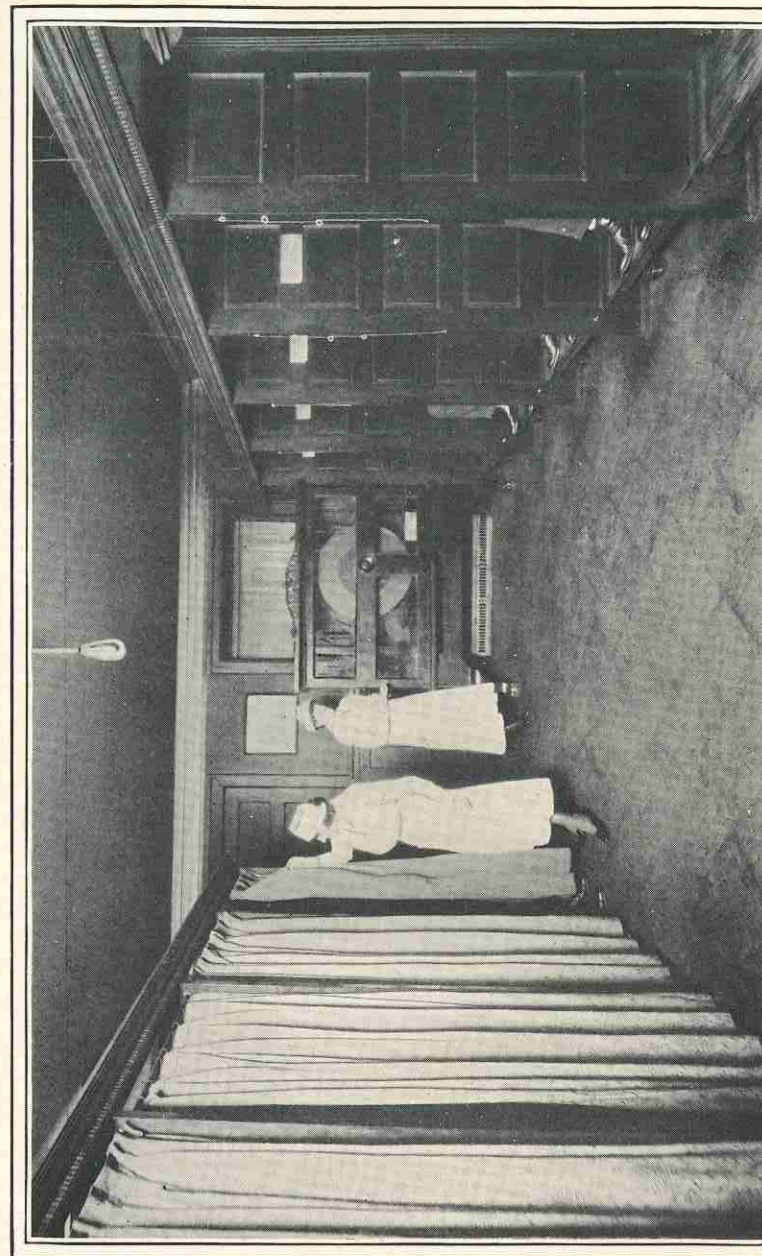
Insomnia. There are few cases of insomnia that cannot be cured by Natural Methods. The first step is to find the cause and stop its continuance. The prognosis and treatment will vary as to cause, duration, severity, and the general condition of the patient. All the modalities used in the treatment by Natural Methods may be applied in treating this condition.

Laryngitis. The application of a vacuum electrode to the throat externally, Actinic Ray, Radiant Heat, Iodine anaphoresis and ozone inhalation are all indicated.

Leucorrhoea. I treat leucorrhoea by means of the vaginal vacuum tube and Iodine anaphoresis and general tonic treatment, with satisfactory results.

Low Blood Pressure. In this condition the treatment is the opposite to high blood pressure. A stimulating treatment is invariably indicated—static electricity, oscillation, vibration, inhalation of ozone, all of which I find are very beneficial.

Lupus Erythematosus. This rare skin disease yielded in one case that I treated in two months' time by the use of the Kromayer Lamp.



Static Generating and Treatment Room

Static electricity, very valuable in treating low blood pressure, nervous, weak, tired and all "run down" conditions.

Lupus Vulgaris. The Kromayer Lamp is indicated in treating this affliction; the X-ray has also proven of great value.

Lumbago. Immediate relief follows the use of Radiant Light and Heat, high frequency, vibration, oscillation, sinusoidal, static and diathermic currents.

Menstrual Irregularities. The treatment will vary as to cause, duration, severity, and the general condition of the patient. The local treatments consist of the vaginal vacuum tube, Actinic Rays, sinusoidal current, zinc cataphoresis, and Radiant Light and Heat.

Moles and Warts. Caustic fulguration is used for moles and warts.

Nasal Catarrh. The Actinic Rays and the nasal tube is used within the nose, followed by an application to the nose externally with one of the surface electrodes. Inhalations of ozone are of greatest importance. The results obtained have been very pleasing not alone to the patient, but to myself as well.

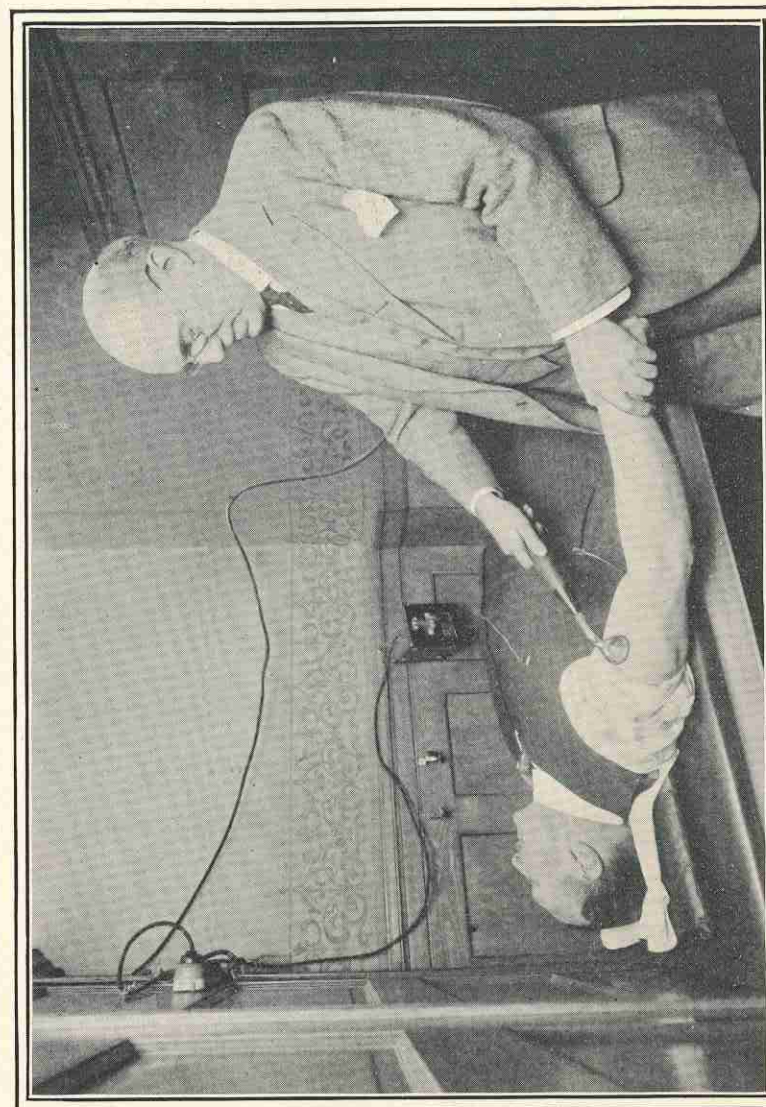
Nasal Diseases. Many diseases of the nose are quickly benefited by the Actinic Rays and the high frequency.

Nervous Diseases. The treatment of nervous diseases will vary as to cause, duration, severity, and the general condition of the patient. I have had splendid results in treating nerve-cases with Natural Methods.

Neuralgia. The treatment depends on the cause, for neuralgia (nerve pain) is always a symptom and never a disease.

My treatment for the relief of neuralgia includes the Actinic Rays, Radiant Light and Heat, high frequency, sinusoidal, vibration and oscillation.

Neuritis. In neuritis we have an inflamed condition of a nerve. Radiant Light and Heat, Actinic Rays, the high frequency and the diathermic currents are successfully given.



Treating Neuritis of the Arm by Cataphoresis

Neurasthenia. This is a morbid mental condition produced by exaggerated susceptibility to physical impressions. In these conditions I find that metabolistic functions are at fault. By correcting them usually these patients respond promptly to treatment by Natural Methods.

Nervous Debility. In treating this condition the prognosis and treatment will depend upon the cause, duration, severity and the general condition of the patient. The most common cause can be found in the prostate gland, vesicles, and affection of the varamontanum situated in the deep prostatic urethra. The results of treatment to these affected parts are most gratifying. Selected cases respond rapidly to my Natural Methods of treatment.

Obesity. I take the blood pressure in every case as the treatment will depend upon it. If the blood pressure is high I use a sedative treatment. If the blood pressure is low a stimulating treatment is given—Static electricity, vibration and oscillation. Usually these patients complain of many symptoms, such as pain in various parts of the body with nervousness and depression. Attacks of bronchitis, flatulence and vertigo are also common symptoms. These patients respond most promptly to treatment by Natural Methods. They lose two to five pounds a week according to their weight.

Palpitation of the Heart. First we find the cause and then treat the condition.

Paralysis. The prognosis and treatment will depend upon the cause, duration, severity and the general condition of the patient.

Pelvic Adhesions. In my opinion there is no single modality that equals the Actinic Rays in the treatment of this condition. Intra-vaginal vacuum tube, sinusoidal vibration and oscillation I have also found most valuable.

Pelvic Abscesses. Use of the vaginal vacuum tube, Iodine anaphoresis, Actinic Rays, and the D'Arsonval current are all indicated in treating this condition.

Piles (see Hemorrhoids).

Pleurisy. The Actinic Ray is a valuable remedy when used in conjunction with Radiant Light and Heat, high frequency, diathermy, sinusoidal and inhalations of ozone.

Prostatic Diseases. The results following the high frequency and the Actinic rays treatment of prostatic disease is extraordinary. One authority found in a series of cases treated that over eighty-five per cent. were cured. In my own experience I have not been so successful, though in treating enlarged and inflamed prostates I have received remarkable results. In senile enlarged prostate I am always guarded in my prognosis.

Pruritus (Itching). This annoying symptom is ordinarily relieved by Actinic Rays when used in conjunction with the high frequency and Radiant Light and Heat.

Pruritus Ani (same as Pruritus).

Psoriasis. A form of skin disease treated by the same technique as that of eczema.

Rheumatism? What crimes are committed in thy name!

Neuritis? What fortunes are spent on you without relief!

Sciatica? Only those who have had it know what these words involve.

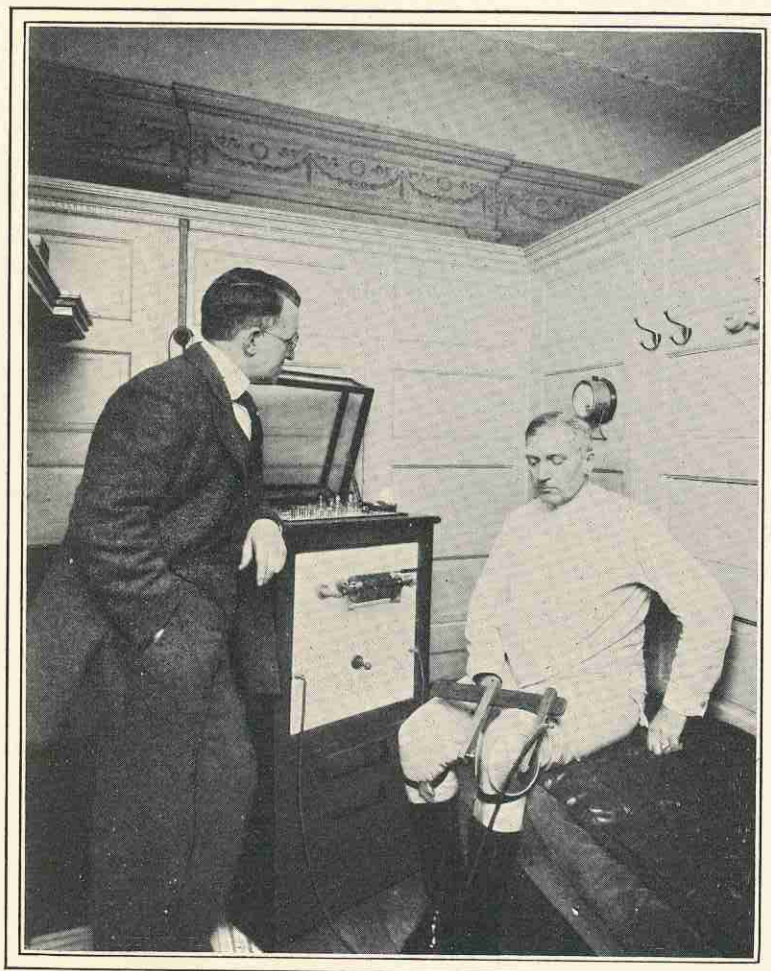
All of these names are pretty nomenclature for effects, not causes.

Doctors usually treat the effect instead of the cause. That is why their cases do not get well, and they never can get well until the cause is removed.

If there is one condition in the world today, which is responsible for a large part of human ills, it is auto-intoxication.

Where there is auto-intoxication you will find rheumatism.

The great cause for auto-intoxication is found in the colon, where decline in the tonicity and motor power occurs, the retained fecal matter begins to decay. Thus toxic ferments



Reducing Congestion and Inflammation of a Painful and Stiffened Knee Joint by Diathermy

and dangerous bacteria are formed, and are then absorbed throughout the entire system. Particularly these poisons lurk and play havoc with the tissues that form joint, muscle and nerve cells.

The resulting diseased conditions are what doctors call rheumatism, neuritis and sciatica. Call these conditions what you may, I am more interested in getting rid of the trouble than I am in fixing fancy names.

Can these conditions be removed?

My answer is, yes—I have removed them. But only in cases where the patient follows my directions and my Natural Methods of treatment.

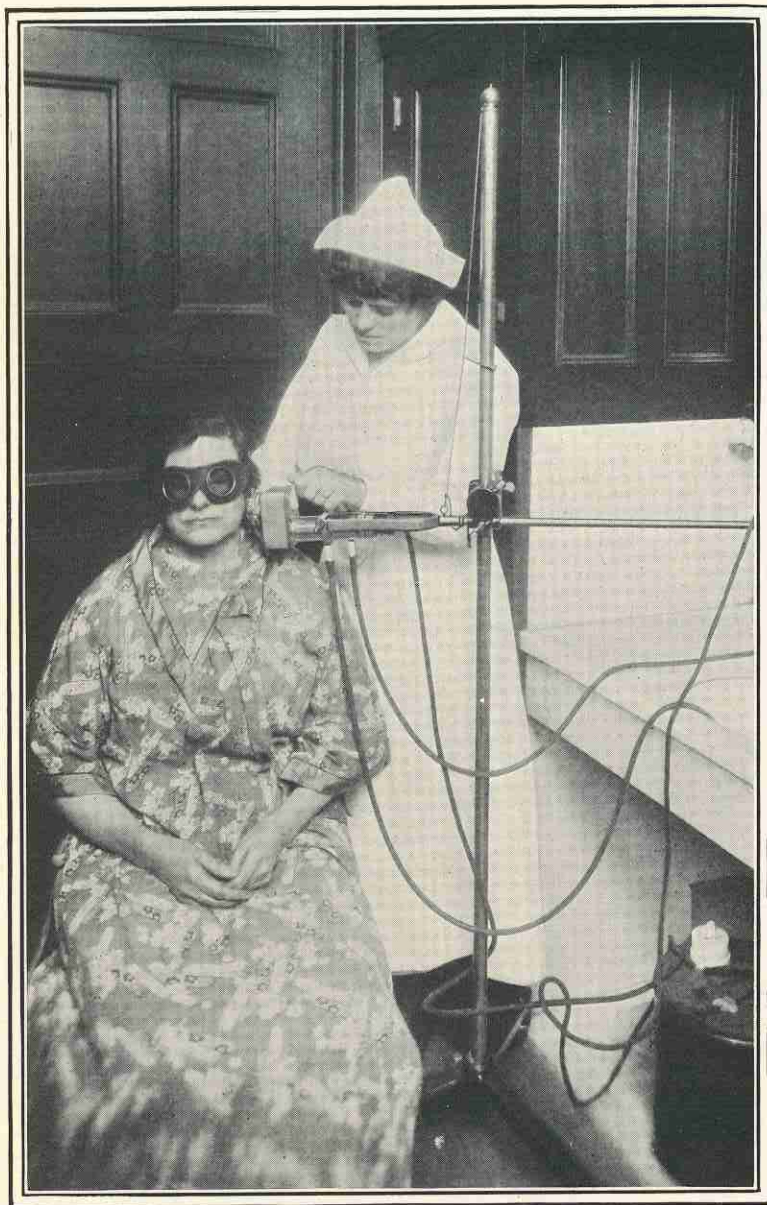
Every sufferer knows the symptoms, but not every one knows that serious complications are apt to follow rheumatic attacks.

Chronic valvular heart afflictions often follow the attack. Anaemia, general debility and dyspepsia are often present. Inflammatory thickening of the joint capsule, with ligament and tendon contraction is one of the most serious conditions, sometimes causing hopeless deformity.

My Natural Method of treatment for these cases of afflictions is to clean out, clean up, and keep clean. My secret of health is internal and external cleanliness. Tonsils, teeth and intestines should carefully be searched for focal points of infection. The teeth should be X-rayed and the colon irrigated with normal salt solutions. This is of the utmost importance.

The diet must be regulated.

Locally, I use Radiant Light and Heat, high frequency, vibration, oscillation, diathermy and iodine anaphoresis. In high blood pressure I use auto-condensation; if low, I give the static treatment. The results obtained by my Natural Methods speak for themselves.



*The Kromayer Lamp
Localized Quartz Light. Water Cooled.*

This modality has proven highly beneficial in treating various forms of skin disease and infections. Capable of destroying bacteria.

Sciatica. The Actinic Rays are applied over the course of the nerve and over the lower part of the spine. This modality is also used in conjunction with Iodine anaphoresis, high frequency, galvanism, sinusoidal, diathermy, Radiant Light and Heat, auto-condensation, vibration and oscillation. Pleasing results are thus obtained.

Sinusitis. In frontal sinusitis I first use the Actinic Rays for the relief of pain, and to my surprise in the majority of the cases treated the pain does not return. I also employ Radiant Light and Heat, and the high frequency current.

Skin Diseases. There are two forms of skin diseases—the parasitic and the non-parasitic. The following list of the more common skin afflictions with therapeutic suggestion as to local treatment will be found convenient for ready reference, the therapeutic agents being in the order of their efficiency:

Acne Rosacea (red nose). Kromayer Lamp, X-Ray, Ergotine cataphoresis, high frequency and oscillation.

Acne Vulgaris. Actinic Rays, X-Ray, high frequency, cataphoresis and electrolysis.

Eczema. Actinic Rays, high frequency, zinc cataphoresis, Radiant Light and Heat and the X-Ray.

Lupus Erythematosus. Kromayer Lamp and the X-Ray.

Lupus Vulgaris. Kromayer Lamp, X-Ray, high frequency and copper cataphoresis.

Pruritus. Actinic Ray, high frequency, Radiant Light and Heat.

Psoriasis. Actinic Rays and the high frequency.

Sycosis (Barber's Itch). Actinic Rays, X-Ray and the high frequency.

Sprains. The use of Radiant Light and Heat and the high frequency current are useful.

Stiff Joints. Radiant Light and Heat in conjunction with high frequency, vibration, oscillation and diathermy is indicated.

Stomach Diseases (see Dyspepsia).

Synovitis. Here Radiant Light and Heat in conjunction with the high frequency, Actinic Rays, Iodine anaphoresis and diathermy are employed.

Tic Douloureux (Facial Neuralgia). This nerve affliction I have successfully treated with the Actinic Rays and high frequency modalities.

Tinnitus Aurium (ringing in the ears). The vacuum high frequency tube inserted in the ear and vibration together with the Actinic Rays has proven valuable.

Tuberculosis of Glands. In the treatment of tubercular glands the Actinic Rays, high frequency and Iodine anaphoresis have given good results.

Tuberculosis (pulmonary). In my opinion the Actinic Rays, auto-condensation and inhalation of ozone are the most effective agents we have in combating this disease.

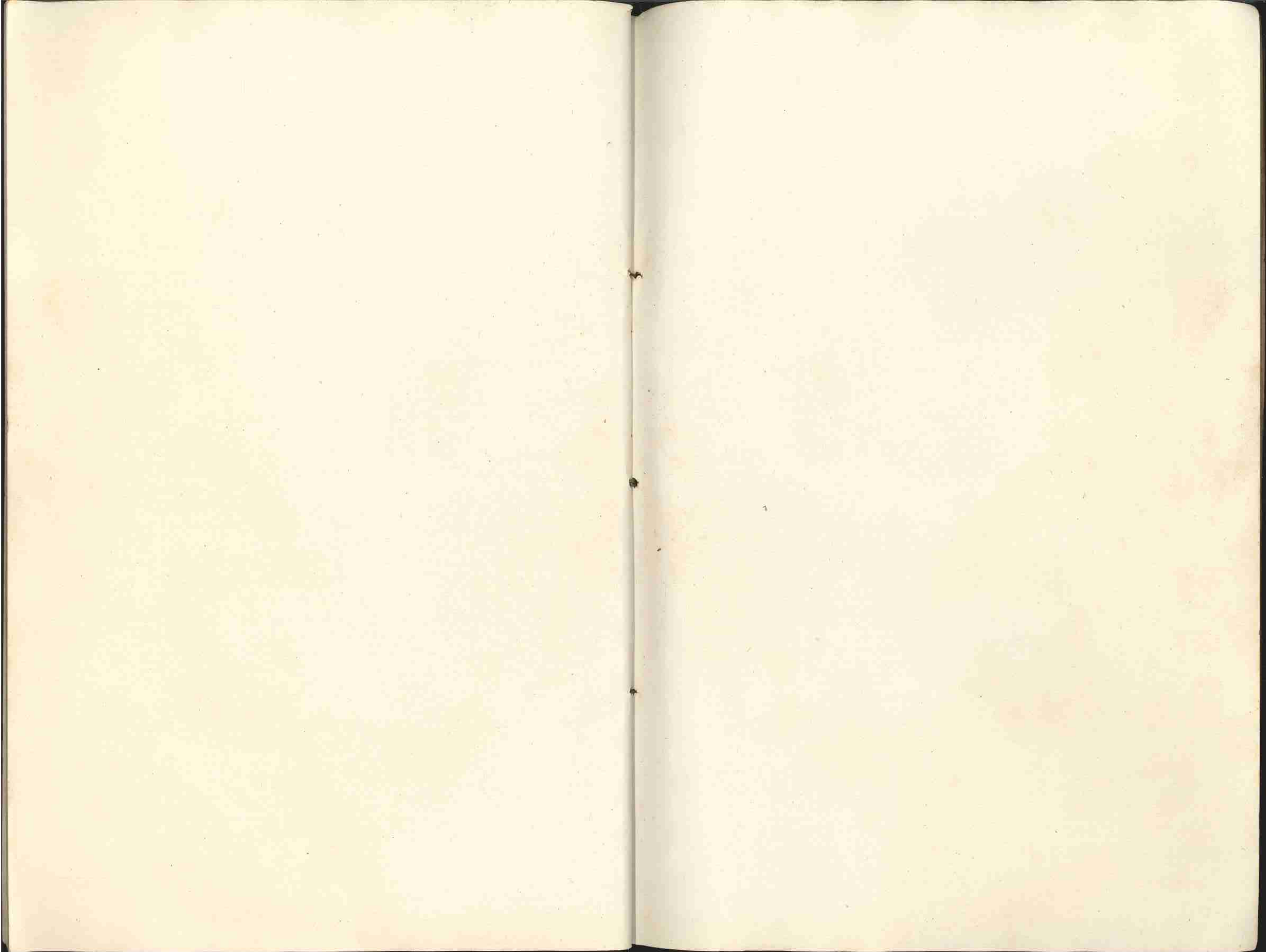
Uterine Diseases. Treatment through the vagina to the uterus has given very satisfactory results in cervicitis, endometritis, etc.

Varicose Ulcers. All of these ulcers will heal promptly when the Actinic Rays are applied. High frequency, Iodine anaphoresis are also used with good results.

Writers' Cramp. One of the most familiar forms of an occupational neurosis is writers' cramp. Many cases are observed in the hands and wrists of piano-players, telegraphers, violinists, in the feet of dancers and the lips of cornetists, all of whom constantly use certain muscles until muscular tone is exhausted. The treatment consists of rest, mild galvanism and vibration to the afflicted muscles. Radiant Light and Heat followed by high frequency are used successfully.

DR. F. R. WARD

241 230 WEST 72ND STREET
NEW YORK, N. Y.



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ARE YOU A
THINKER



DOSES AND METHODS OF ADMINISTRATION OF

Phillips' Milk of Magnesia

Antacid

For repeated administration, *as an antacid*, the usual adult dose is a teaspoonful to a tablespoonful in an equal quantity or more of cold water, to be taken about two hours after meals, or when discomfort in the stomach begins to manifest itself.

Acute Indigestion

In *Acute Indigestion* the dose should be taken in a teacupful of water as hot as can be conveniently swallowed.

Nausea and Vomiting

To control nausea and vomiting, the soothing and sedative effect will be enhanced by pouring the dose upon finely cracked ice (about a wineglassful) and sipping from time to time.

Laxative

For a single administration, *as a laxative*, the usual adult dose is from two to four tablespoonfuls in a tumblerful of water or lemonade, to be taken early in the morning, preferably about an hour before breakfast; if taken in water only, the laxative operation will be quickened by eating oranges or grape-fruit with breakfast.

Solution of Citrate of Magnesia

A mixture similar in effect to the "*Solution of Citrate of Magnesia*", but much more pleasant and efficacious, may be readily prepared by mixing together equal quantities of Phillips' Magnesia and fresh lemon or lime juice (two to four tablespoonfuls of each) and enough cold water or carbonic water to make a tumblerful—sweetened if desired. To be taken as a laxative draught early in the morning, about an hour before breakfast.

Children

For *Children* the dose should be regulated according to age, viz: about $\frac{1}{4}$ to $\frac{1}{2}$ of the adult dose. The usual laxative dose for young infants is a teaspoonful, which may be added to the first bottle of food in the morning.

ALWAYS SAY "PHILLIPS" WHEN BUYING

Make This a Daily Habit—Also Teach Children Far More Important Than Toothpaste or Dentifrice

Acidity of the Mouth

Sensitive Teeth

Acid Erosion of the Teeth

Directions for Protecting the Teeth

To protect the teeth from acid erosion, and prevent that roughening and softening of the enamel which produces sensitiveness and favors growth of germs of decay, Phillips' Milk of Magnesia should be used as a mouth-wash after each meal or at least twice a day, if possible, upon arising in morning and particularly at night, just before retiring—as acidity of the mouth is most prone to develop during sleep. After the teeth have been thoroughly cleansed and the mouth rinsed with water (warm if convenient), take a teaspoonful or more of Phillips' Milk of Magnesia, and with the lips and tongue work it well into the spaces between the teeth. *Do not rinse the mouth with water afterward*, as this removes the protective alkaline film of Magnesia which is deposited upon the teeth and gums.

Spongy Gums Canker

Burns and Scalds of the Mouth or Tongue

Alkaline Skin Lotion

Burns Scalds

For infants and invalids, saturate a little absorbent cotton with Phillips' Milk of Magnesia and apply the preparation to the teeth and gums.

As a mouth wash it may be diluted with an equal quantity of water (warm if preferred).

Phillips' Milk of Magnesia makes a bland and soothing alkaline and protective application to relieve itching and inflammation of the skin. It may be applied undiluted, or diluted with an equal quantity of rose or orange flower water.

In Burns and Scalds it gives prompt relief from pain and promotes healing. Equal quantities of Phillips' Milk of Magnesia with either a vegetable or mineral oil, shaken together vigorously in a bottle, may be applied to the part directly, or on soft linen or gauze.

ALWAYS SAY "PHILLIPS" WHEN BUYING

INDICATIONS FOR USE OF
Phillips' Milk of Magnesia

Heartburn

Sour Eructations

Sick Headache

Nausea

Flatulence

Biliousness

Constipation

Phillips' Milk of Magnesia is distinctly indicated as an *antacid* in whatever condition is attended with acidity of the stomach and intestines, with *heartburn, sour eructations, sick headache and flatulence*; and in other complaints attended with *sour stomach, biliousness and constipation*. In disorders attended with *excessive secretion of uric acid* its antacid quality renders it very appropriate. It affords great relief in the *morning sickness of pregnancy, nausea and vomiting, sea sickness and car sickness*, on account of its soothing and sedative influence on mucous surfaces. It is a favorite remedy in *complaints of infants and children* in which acidity of the alimentary canal is often a prominent symptom. Being comparatively free from odor or taste, and mild in operation, it affords an invaluable *laxative for infants, children, and people of weak digestion*.

To Overcome the Acidity of Cow's Milk and render the milk more digestible

Add a teaspoonful to each pint of whole milk, or to each quart of the infant's food. Phillips' Milk of Magnesia does not impart any odor or taste to milk. It prevents milk from souring in the stomach and forming tough curds, and overcomes any tendency to biliousness, colic or constipation.

Antidote for Acid Poisoning

Phillips' Milk of Magnesia is *the most reliable antidote in acute poisoning by acids*. It also serves as an antidote for bichloride of mercury (corrosive sublimate), arsenic (Fowler's Solution), phosphorus, etc. Give freely alone, or mixed with milk, white of eggs, or oil.

ALWAYS SAY "PHILLIPS" WHEN BUYING



Phillips' Milk of Magnesia
ANTACID CORRECTIVE AND LAXATIVE

THIS safe and dependable liquid preparation possesses all the medicinal properties of the solid forms of Magnesia without their disadvantages and objectionable features. Calcined Magnesia and Carbonate of Magnesia are insoluble and gritty, difficult to mix with water and of administration, and if a sufficient quantity of acid does not exist in the stomach, they may pass into the intestines unchanged in part, and if taken habitually may accumulate there and form concretions or solid masses. The fluidity of Phillips' Milk of Magnesia and its strong affinity for acids, common to hydrates, render the Magnesium Hydroxide contained completely soluble in the acids of the stomach and bowels, precluding formation of concretions. It is easy to administer, pleasant to take, and harmless under prolonged use.

Phillips' Magnesia has an advantage over Bicarbonate of Soda and Chalk in that it is free from carbonic acid and, therefore, will not distend the stomach and bowels with gas and occasion flatulence. *As an Antacid, it is markedly efficient, and will neutralize almost three times as much acid as a saturated solution of Bicarbonate of Soda, and about fifty times as much as Lime Water*; a teaspoonful being the antacid equivalent of about 15 grains of Bicarbonate of Soda, $7\frac{1}{2}$ grains of Chalk, or half a pint of Lime Water. It has an additional advantage over Bicarbonate of Soda, Chalk, and Lime Water in that it is laxative. Bicarbonate of Soda possesses no laxative action, while Chalk and Lime Water are distinctly constipating. Inasmuch as constipation is frequently the cause of Hyperacidity, its correction will often give relief. Phillips' Magnesia has an advantage over other laxatives in being almost tasteless, mild in operation, and not causing nausea or griping.

Buy the 50c bottle always because it contains 12 ozs., which is three times the amount of the 25c size, which contains 4 ozs.

ALWAYS SAY "PHILLIPS" WHEN BUYING